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DETROIT

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INSIDE DOPE

by GEORGE F. TAUBENECK

Story of the Week
Verse of the Week
Let's Laugh Again
Quotable Quote
Better Times Ahead
Egg-Freezing Achieved In
Louisiana
Environment and Heredity
Ruthenburg and Osborn

Story of the Week

Sam Tuttle, 4-H Club prize-winner from Iowa, twisted his cap dejectedly in the lobby of the Department of Agriculture building in Washington, D. C. A benevolent bureaucrat, noticing the boredom on the youngster's face, suggested that he might enjoy seeing the forty-foot mural on the next floor.

The boy's features lighted up, and he hustled up the stairs, two-at-a-time.

In a few moments the Bureau of Animal Husbandry (located on the second floor) phoned the main-floor Reception Desk.

"Hey!" barked an angry voice. "Some wise guy sent a kid up here to see a forty-foot mule!"

Verse of the Week

"An ad is like a woman:
"Head and art work win Attention,
"But the Interest and Desire aroused
"Are barely worth the mention
"Unless the body puts across
"Some owner-satisfaction.
"But when the whole design is right,
"Then, brother, there is Action!"

—CARL CONNABER in
Printer's Ink magazine.

Let's Laugh Again

International troubles are hard to take. Local laughs are ameliorating. So we publish this special-to-"Inside Dope" contribution:

Westinghouse Electric Corp.
Springfield, Mass.

Editor:

For some years I have read your column regularly and enjoyed immensely the anecdotes you publish. I would like to have my name entered as an advance subscriber to your collection of these stories soon to be published. I'm sure it will be worth whatever price tag is on it.

When you spoke to our section a couple of years ago, you probably met Justin Neuhoof, chief engineer of the air conditioning division of Worthington Pump and Machinery Corp. in Holyoke, Mass. To talk to Jus, you'd never suspect that he could keep an audience on the edge of their seats, but he did that the other evening when he unveiled the new Worthington supersensitive leak detector.

Our monthly meeting was in Holyoke, and after we had toured the Worthington plant, Justin gave a talk on self-contained air conditioners. Winding up his talk, he said, "every major component such as compressor and evaporator is leak tested by air pressure and water immersion before assembly. After all unit piping is completed, we again apply air pressure and test for leaks with soap bubbles. Then after charging we retest using the G-E electronic leak detector. But now and then there's a stinker that loses charge on performance test and doesn't show a leak even with the electronic detector. We had to develop our own method of finding the leaks on these units."

By this time the audience was all ears, expecting the low-down on a radically new device. It was.

"We pull the lousy unit off the

Home Freezer Specifications

In This
Issue

Wampler Confident Of Future; Tells Carrier's Policies

DETROIT, June 8—The Heating, Piping, and Air Conditioning Contractors National Association heard Carrier's President Cloud Wampler today explain—and back it up with facts and figures—why business activity will continue at a high level, and some of the things that need to be done to insure that it will continue at a high peak.

Wampler also outlined to the contractors the company's policies on "construction" type installations, and the relationships with dealer and contractor groups.

Pointing out that members of the Association were closely allied with the construction industry, and that construction activity is not a bad barometer for business in general, Wampler drew upon comparisons of the activity in the construction field in World War I and after, and World War II and subsequent years, to back up his theory that the country should

(Concluded on Back Page, Column 1)

Locker Institute Stands Pat on Convention Plans

OMAHA, Neb.—The previously-announced decision of the Frozen Food Locker Institute to hold its own convention and exposition this year, rather than joining with the National Frozen Food Locker Association in such a presentation as it has done for the past three years, is now "final," the Institute reported.

The joint-presentation arrangement was dropped earlier this year—amid charges and counter-charges—when the two groups were unable to agree on terms of a new contract.

At that time, both organizations

(Concluded on Page 53, Column 2)

New Norge 6-Cu. Ft. Model Lists at \$209

DETROIT—A new, deluxe 6-cu. ft. refrigerator equipped with the exclusive Norge "Self-D-Froster" system, to sell for around \$200, is announced by Norge Div., Borg-Warner Corp. This refrigerator, model SR-64, carries a recommended retail selling price of \$209.95.

First shipments to distributors are being made and the new model will be introduced to dealers at the mid-summer furniture market in Chicago July 5-16.

The cabinet of the SR-64 is of one-piece wrap-around construction with

(Concluded on Page 4, Column 1)

Mooney To Handle Eastern Markets for Carrier Lines

SYRACUSE, N. Y.—Appointment of Mark E. Mooney as zone manager for commercial refrigeration and food freezers for Carrier Corp., covering the eastern seaboard states from Virginia to Maine, is announced by C. U. Spriggs, assistant general sales manager.

Carrier plans to expand its commercial refrigeration marketing activities to keep pace with the growth of the air conditioning end of the business, and the current appointment is part of this program, Spriggs said.

(Concluded on Page 53, Column 1)

Aubrey Elected ACRMA President

HOT SPRINGS, Va.—In its annual meeting here at the end of May, members of the Air Conditioning and Refrigeration Machinery Association reported the culmination of an unusually successful year's operations—both as individual companies and association-wise—while speakers at the several sessions were in agreement that the coming year was one which would call for the utmost in capable management, practicing every possible economy on production and distribution while aggressively employing the art of selling.

"The great market for the products of our industry is still waiting for us," said George S. Jones, Jr., of Servel, Inc., retiring ACRMA president, "but we must re-learn the lessons of the 1930's and go to the market prepared to sell instead of waiting for the market to come to us as it has during the past few years."

W. H. Aubrey of Frick Co., Inc., newly-elected Association president, said "The refrigeration and air conditioning industry, with products so essential to the national economy, is at the threshold of the greatest period of growth in its history. But the next year or two will demand many readjustments in both individual and corporate planning and practice if advantage is to be taken of the opportunity. The post-war years have left some of us with too much fat in the wrong places."

ACRMA officers elected for the year 1949-1950 were: president, W.

(Concluded on Back Page, Column 3)

Chaffee, Regenstrief Get Key Philco Posts

PHILADELPHIA — With the growth of Philco Corp. in television and other fields, William Balderston, president, today outlined a program of establishing a separate divisional organization for each major division of the business and announced the appointment of William H. Chaffee as vice president—refrigeration operations, and Samuel N. Regenstrief as vice president—refrigeration production. W. Paul Jones is vice president of the Refrigeration Division, which includes household refrigerators, freezers, and room air conditioners.

In this new organization, the Re-

(Concluded on Page 4, Column 4)

\$300 Limit Set on Armed Services Store Purchases

WASHINGTON, D. C.—A House Armed Services subcommittee, which is investigating military retailing, was told last week that an agreement recently signed by the three services limits "special order" sales at post exchanges and shops service stores to a maximum of \$300 an item.

John Koehler, assistant secretary of the Navy, also informed the subcommittee that:

1. The agreement bans the sale of expensive jewelry and other luxury items at military stores and calls for the collection of the 20% federal excise tax on luxuries.

2. A single list of items that can be sold over the counter has been drawn up for all services. All items on the old lists are included in the new one, but the money limits have been lowered—the top being \$85 on radios.

3. Military retail stores in this

Nip Butcher Union Effort To Restrict Frozen Food Sales

SAN FRANCISCO—A restriction on the sale of frozen poultry, fish, and meat products from self-service frozen food cabinets in this city is expected to be lifted this month following a legal controversy, according to a report from the Refrigeration Contractors Association of Northern California.

Removal of the restriction "should result in a wider use of refrigeration facilities," in the opinion of Z. E. Jones, executive vice president of the association. The association was active in helping bring about the anticipated action.

The restriction is in the form of a 1932 city ordinance which forbids the sale of frozen poultry, fish, and meat products from self-service cabinets before 8 a.m. and after 6 p.m.

(Concluded on Page 53, Column 1)

Montgomery Ward Detroit Stores Sell G-E Line

DETROIT—The four Montgomery Ward & Co. retail stores in this area last week began selling the General Electric line of major appliances.

The two stores in Detroit, and the stores in suburban Dearborn and Royal Oak, are the first of the mail order firm's retail outlets to handle the G-E line.

Syd C. Caswell, sales manager of General Electric Supply Corp. in Detroit, pointed out that the new program is the first of its kind and is not presently being extended to other Montgomery Ward & Co. stores in Michigan. Each of the stores in Detroit area is franchised separately, and Caswell indicated that if the program is put into effect elsewhere, individual franchising would be followed.

The attitude of the General Electric Appliance and Merchandise department is said to be that the move represents no major change in policy, since local G-E distributors are permitted to franchise retail outlets as they choose. In this case, the Montgomery Ward & Co. stores would be regarded as being somewhat similar to a department store.

Initial announcement by Ward was

(Concluded on Page 53, Column 5)

58 Makes Included In Presentation of Product Information

DETROIT—For the second time, comparative specifications of all makes and models of self-contained home and farm freezers have been collected by AIR CONDITIONING & REFRIGERATION NEWS, and are published in this issue.

These specifications are the current "who's who" and "what's what" of the home freezer industry, presenting the details of the models now being offered to the public.

The home freezer has been touted as the "fastest growing member of the appliance industry," and while

EXTRA COPIES LIMITED

Extra copies of this Home Freezer Specifications issue are available in a limited quantity at 20 cents each (10 or more copies, 15 cents each; 50 or more copies, 10 cents each). Order promptly!

sales records have generally bolstered this contention, the ranks of the manufacturers have undergone a shaking down.

There are 58 manufacturers represented in this year's specifications, compared with 63 who listed models in the initial Specifications Issue in 1948, and the nearly 400 who listed themselves two years ago as producers of such a product.

An alphabetic index to the home freezer specifications is published on page 4. Much of the other editorial content of the issue is devoted to stories about tested methods for promoting the sale of home freezers.

Kelvinator Introduces 4-Model Freezer Line

DETROIT—Kelvinator will introduce this week a new line of home freezers comprised of four models ranging in size from 6-cu. ft. to 20-cu. ft. capacity.

The line includes a 6-cu. ft. chest model built to table-top height for kitchen installation, with a flat recessed top for use as a work-surface, and a push-button lock. Brand-new additions include a 9, 12, and 20-cu. ft. chest model.

Special features of the line are the recessed "table-top" on the six, and a push-button lock on the single-lid six, nine and 12-cu. ft. cabinets. The 20-cu. ft. chest has two storage compartments with two lids, each provided with sturdy, pressure action

(Concluded on Page 53, Column 3)

Gleason of Copeland Injured In Auto Mishap

MT. CLEMENS, Mich.—Frank J. Gleason, vice president of Copeland Refrigeration Corp., was seriously injured in an automobile accident June 5 near here.

One brother, Alphonse Gleason, was killed in the accident, and another brother, Harvey Gleason, was seriously injured. The brothers had been on their way to a family reunion near here when the accident occurred.

The Copeland vice president, whose injuries were described as serious but not critical, was taken to St. Joseph's hospital in Mt. Clemens.

RANGE PARTY

Utility Gives One Every Day, Helps Dealers Sell

OMAHA, Neb.—Providing dealers with facilities for practical electric range demonstrations is a new service recently inaugurated by the electric kitchen of the Omaha Public Power District here.

Miss Marion MacDonald of the Power District is supervising the new activity.

It works this way: Every Tuesday afternoon at 2 o'clock, a "Home-maker's Kitchen Party" is held in the utility's electric kitchen to which the dealer can bring range prospects.

The party, which lasts from an hour to an hour and a half, will feature a demonstration of electric cookery and the serving of refreshments to the audience. The latter is intended to give the dealer a chance to speak personally with his prospects and close sales.

The utility is preparing printed invitations to the parties which the dealer can give to his prospects.

Coverage of Salesmen by Fair Labor Standards Act Debated by 2 Assn. Heads

NEW YORK CITY — Different viewpoints on whether or not outside or traveling salesmen should be covered by the Fair Labor Standards Act were expressed recently by presidents of two salesmen organizations.

It was recently proposed before a Senate subcommittee that the act be amended to take in traveling salesmen. Commenting on the suggestion, Nat Roth, president of the National Association of Women's and Children's Apparel Salesmen, said such an amendment would "work to the salesmen's disadvantage" and would be "next to impossible" to administer.

"The act requires employers to pay overtime after 40 hours to all eligible employees," he stated. "This means that records must be kept of all hours worked, because the employer breaks the law if a single covered worker exceeds the 40-hour week without receiving premium pay. If salesmen were included in this legis-

lation, they would have to account in detail for all time spent on the job."

He pointed out that traveling salesmen do not work according to a fixed schedule.

"When the salesman is on the road, he has little time that could be called his own," he elaborated. "When he is not actually calling on buyers, he is busy with other routine work—checking in and out of hotels, setting up sample rooms, arranging for transportation of his sample cases, or traveling from one city to another."

"In addition, salesmen on the road often find it necessary to work both nights and Sundays because many retailers have no time to look at their lines during regular business hours. Many other evenings are taken up with entertaining buyers and retail merchants."

"Under the circumstances, it would be difficult for either the employer or

the wage-hour inspector to decide which hours of the salesman's week were 'hours worked' within the meaning of the law."

Roth noted that most of the traveling salesmen who belong to his association and its affiliated organizations earn considerably more than the 75 cents an hour minimum now being considered by Congress.

"The majority of commission salesmen would gain nothing from being assured that minimum, and they would pay for it in red tape, in writing endless reports and in added restraints on their freedom," he declared.

While appearing before the Senate subcommittee earlier, Louis A. Capaldo, president of the National Council of Salesmen's Organizations, proposed that outside salesmen be given a "floor" to their exemptions under the act.

The National Council's proposed amendment would exempt only those earning more than \$30 a week. Salesmen would thus be classified the same as "professional" or "executive" employees.

According to Capaldo, the amend-

ment is designed to prevent the exploitation of unfortunate or inexperienced young salesmen who are often victimized by unethical distributors. He said such salesmen are now retained on a straight commission basis, pay their own expenses, and after promoting the distributor's product for weeks, or perhaps, months, may be dismissed without recompense of any kind.

"We fully realize that because most salesmen's time is spent away from their employer's premises, the application of the maximum hours provisions of the act, and with it the minimum wages per hour worked, is a practical and administrative impossibility," he told the subcommittee.

"But salesmen should not be required to carry on their essential work under the stress and strain of uncertainty, troubled by unfair conditions, and worried by a constant sense of economic insecurity."

Dealer Lets Patrons Use '49 Refrigerator While Old One's Being Fixed

ST. LOUIS — A "refrigerator accommodation plan" whereby a customer can have his old refrigerator repaired or refinished and get the use of a brand new Frigidaire while the work is being done has been announced by Hanley & Co. in suburban Maplewood.

The plan was offered to the public in a newspaper advertisement which stated:

"If your old refrigerator needs rejuvenating, we'll fix it. And you can use one of our brand new 1949 Frigidaires absolutely free while your refrigerator is being repaired."

"We have established our 'Refrigerator accommodations plan.' Here is how it works. If your refrigerator needs refinishing or repairs, regardless of make, you need not be inconvenienced or without refrigeration."

"Let our factory trained mechanics do a guaranteed job on it. And while your refrigerator is being repaired we will lend you at absolutely no cost one of the new 1949 Frigidaires."

"Nine great models to choose from. . . ."

Sales Executive Group Urges Right of Salesmen To Strike Be Reviewed

CHICAGO — A resolution urging that the right of salesmen's unions to strike be made a public issue so that restrictions may be placed on that right to protect the public was passed by delegates to the National Federation of Sales Executives convention here recently.

The federation, which changed its name to National Sales Executives, Inc. at the convention, adopted this resolution, proposed by Raymond Bill, publisher of *Sales Management* magazine:

"Resolved, that the right of salesmen's unions to strike be made a public issue, to the end that all people, both in and out of Government, may accurately understand the potential dangers involved in the sales sphere, where unwise action of a relatively few people may seriously and permanently affect the employment opportunity and welfare of many people who would not be a party to any such dispute; all of this to the further end that sound restrictions on the right of salesmen's unions to strike can be made part of the law of the land, if in the light of full considerations such restrictions are deemed in the public interest."

Akron Health Dept. Hits Non-Cooled Ham Displays

AKRON, Ohio—A familiar sight in the meat market—rows of picnic and other hams along the tops of the meat cases—has disappeared here.

The Akron city health department has issued a ruling that pre-cooked hams must be kept under refrigeration at all times.

The edict was issued by C. W. McDonald, director of the health department dairy and food division, on the ground that such non-refrigerated hams spoil and become a health menace. A \$40 fine has been authorized for first offenders.

WHAT MAKES  A WOMAN BUY?

WOMEN TOLD

Gibson *for Instance...*

WANT \$10,000 DAYS?

HERE ARE THE GIBSON BIG 3

THESE MODELS — PLUS GREAT NEW GIBSON REFRIGERATORS AND RANGES — ARE MAKING \$10,000 SALES DAYS ACROSS NATION!



NEW 7-PLUS cubic foot Upright Gibson Home Freezer HF-719

31" x 27 1/2" floor space—the natural for today's kitchen. 4 freezing compartments. 2-stage freezing, fast or normal. Extra rich chrome hardware. Tilt bin for freezer supplies. Jet-packed insulation. Scotch Yoke mechanism. 5-year Warranty. \$279.95 suggested retail makes prospects of people who never thought of owning a freezer.

NEW DELUXE 10-plus cubic foot Gibson Home Freezer HF-1090

28" x 54 1/2" floor space. 350-400 lb. capacity. 4 sliding wire baskets, bulk storage beneath. Counterbalanced lid, automatic interior light. 2-stage freezing, fast or normal. 1/2 h.p. Freon 22 compressor, self-lubricating. 4 in. insulation 6 sides, jet-packed to hold uniform freezing cold. 5-year Warranty on compressor, free 5-year food plan for protection against food losses up to \$150. World-beating value at \$349.95 suggested retail.



Copyright 1949, Gibson Refrigerator Co.



NEW 15-PLUS cubic foot Gibson Home Freezer HF-1590

30 3/8" x 72" floor space—2 cu. ft. fast freeze compartment. 13 plus cubic feet regular storage. 4 wire baskets, bulk storage beneath. Jet-packed insulation—no cold change, no outside frost. Finger-lift counterbalanced lid, automatic interior light. 1/2 h.p. Freon 22 compressor, self lubricated, with 5-year Warranty. 5-year food loss protection up to \$200. It's the peak in freezing benefits at the quick-closing price of \$499.95.

WHY GIVE MERCHANDISE AWAY!

It pays to see how Gibson Means More Profit Dollars Per Man Hour of Sales Effort!

Don't Miss out on the Gibson Profit Facts—Ask about—

- 1 Three Gibson models fitted in capacity, floor space, appearance and price for your three biggest freezer markets.
- 2 Inexpensive, proven selling promotions that search out and sell able-to-buy prospects. Current Gibson Retailer's Promotion hits \$10,000 AVERAGE sales in One Day.
- 3 Years of backlog preference created by millions of satisfied users of Gibson refrigerators and ranges. New prospects come into store because of national advertising and local advertising.

The proof is in dealer's ledgers! Call your Gibson Distributor or wire Gibson directly NOW!

GET THE GIBSON

\$10,000 Day Facts
FROM YOUR

GIBSON DISTRIBUTOR NOW!

**GIBSON REFRIGERATOR COMPANY
GREENVILLE, MICHIGAN**



SLAM IT, SON!

Go ahead, sonny, and slam that door if you want to.

Of course, you don't have to. The door of a Kelvinator closes tightly with a gentle, fingertip push. But, it was made also to be slammed by eager young beavers like you—and busy mothers who don't have time to be delicate.

Yes sir, that door was made to take a lot of pounding. It's triple cross-braced—hung on sturdy piano-type hinges, so it won't ever warp or sag.

And that cabinet is built like the Rock of Gibraltar. Its

one-piece, wrap-around, welded construction can stand plenty of rough treatment—and so can its beautiful Permalux finish.

Your mother will love Kelvinator's *cold clear to the floor*, too . . . with all its extra room. She'll go for the Kelvinator refrigerated Fruit Freshener—that big Frozen Food Chest—that Moist-Cold Compartment that keeps foods dewy fresh.

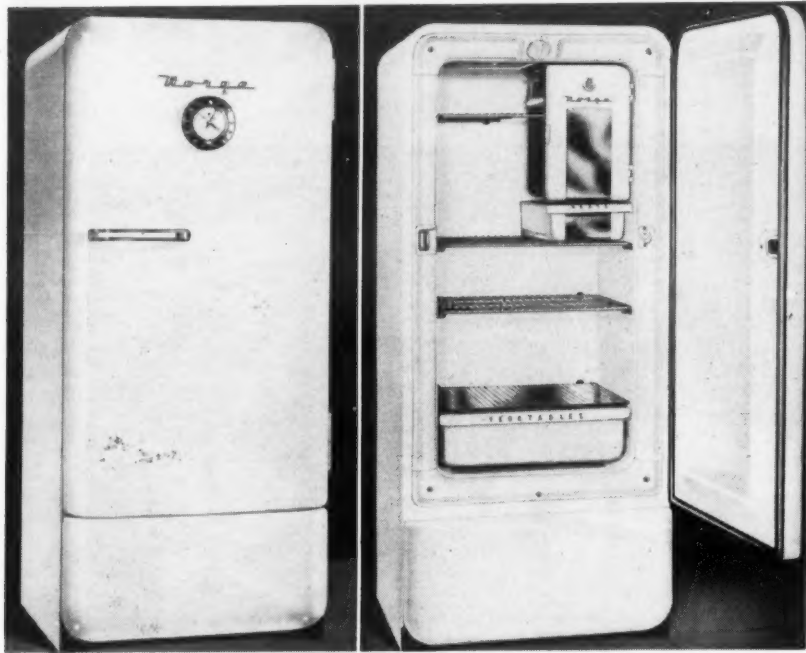
That's far from being all, Junior. But it's things like these that mean an awful lot to dealers with the Kelvinator Franchise . . . and their salesmen!

GET MORE *Get* **Kelvinator**

...THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

KELVINATOR, DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT, MICHIGAN

Low-Price Model Comes with Self-Defroster



Two views of the new Norge 6-cu. ft. refrigerator.

New Norge Refrigerator--

(Concluded from Page 1, Column 2) a net storage capacity of 6.08 cu. ft. The side freezer will hold up to 17 pounds of frozen foods. The crisper, or hydrovoir, extends the full width of the food compartment and is covered by a glass shelf, specifications show.

The new model is powered by the Norge Rollator compressor.

With the introduction of this new model, Norge now offers nine models

in three sizes, five of them equipped with the Self-D-Froster system. The models with their suggested selling prices are listed below. Those with asterisks are equipped with the company's automatic Self-D-Froster system.

Six cubic-foot models: B-64, \$189.95; SR-64*, \$209.95.

Eight cubic-foot models: R-849, \$229.95; SR-849*, \$269.95; HD-849, \$289.95; SD-849*, \$299.95; SDF-849*, \$299.95.

Ten cubic-foot models: R-1049, \$299.95; SD-1049*, \$379.95.

Armed Services Stores --

(Concluded from Page 1, Column 4)

Previous to Koehler's appearance, the subcommittee heard testimony from numerous local merchants and representatives of national retail associations who complained about the "unfair competition" from military stores.

One of the complainants was the National Retail Furniture Association. This group criticized special-order sales, charged that major appliances and other household goods are being sold to unauthorized non-service customers, said that military stores are stocking far more home furnishings items than intended by Congress, and expressed opposition to the "haunting" of excise tax and fair trade laws.

(The special-order arrangement permits military stores to order items not carried in stock for persons entitled to buy at the stores. Witnesses testified that the stores sell electric refrigerators, television sets, furniture, and other items at only slightly more than wholesale prices.)

The NRFA asked that the special-order business of military stores be abolished, that the list of items sold in such stores be cut down, and that regulations pertaining to sales of non-service personnel be made more rigid. With regard to the last point, the association claimed that service personnel buy home goods for non-military friends and relatives.

Statistics on the volume of business being done by the retail outlets of the armed forces was presented to the subcommittee by Robert W. Smart, its investigator, and Edward T. Johnson, of the government's General Accounting Office.

Here's Where Specifications Appear for 58 Makes

Freezer	Page	International Harvester	26
Ace	50	Jordan	17
Amana	10	Kelvinator & Leonard	
American	29	(Nash-Kelvinator)	19
AMC (Franklin Transformer)	46	Loudon	48
Beall	17	Marquette (Marquette Appliances)	25
Beatty	42	Master-Bill	36
Ben Bar (Aug. G. Barkow Mfg. Co.)	30	Masterfreeze Cold Vault	37
Ben-Hur	51	Maytag	31
Bevco Maid (Bevco Co.)	21	Monitor	26
Bishop Silverfreeze	47	Montgomery Ward	46
BTC (Brewer-Titchener)	42	Norge	51
Carrier	37	Orley	46
Chill Chest (Revco)	52	Pak-A-Way (Schaefer, Inc.)	44
Coldspot (Sears-Roebuck)	16	Percival	27
Col-Temp (Simplex Mfg. Co.)	24	Philco	44
Coolerator	40	Realfreeze (Wentink)	29
Deepfreeze	10	Sanitary Quickfreez	
Esco	31	(Sanitary Refrigerator)	20
Ever-Fresh (Winpower Mfg. Co.)	40	Steinhurst	48
Firestone	42	Strata Aire	21
Food Bank (Fowler Equipment Co.)	33	Sub Zero	47
Freez-All (Portable Elevator)	30	Sub-Zero, Two-Zone (Manitowac Equipment Works)	48
Frigidaire	15	United	36
Frostmaster (Crosley)	25	Victor (Victor Products Corp.)	52
General	50	Westinghouse	16
General Electric	24	White Horse	48
Gibson	41	Whiting	33
Harderfreeze (Harder Refrigerator)	38	York	27
Hotpoint	38	Zerosafe (Wilson Cabinet)	51
Howard	50		

Philco Expansion --

(Concluded from Page 1, Column 3) refrigeration Div., of Philco will have all the executive direction required for the successful operation of an independent business, and it will also have benefit of the over-all administrative guidance and financial support of the Philco Corp., Balderston said. A similar organizational pattern has already been put into effect for the Television and Radio Division.

Chaffee, a graduate of Princeton university in 1932, joined Philco in 1934 and was assigned to the purchasing department. After serving in positions of increasing responsibility, he entered the Army Air Forces in 1942.

Shortly after his return to the Philco purchasing department, Chaffee was named purchasing agent of the company's refrigerator division and has handled the procurement of materials and supplies for the manufacture of Philco refrigerators, freezers, and air conditioners as these operations have expanded during the past three years.

In his new capacity as vice president—refrigeration operations, Chaffee will be responsible for the coordination of all engineering, purchasing, and production activities for the refrigeration division.

Regenstrief has a long record of experience in industrial management



S. N. REGENSTRIEF W. H. CHAFFEE

and manufacturing. From 1930 to 1939 he had his own firm of management consultants in Chicago and Indianapolis. During this period he served over 100 different companies with specialized help in the fields of budgets and cost control. Among his clients was the Rex Mfg. Co. of Connersville, Ind., which he joined in 1939 when it first began to manufacture Philco refrigerators. During the war, under Regenstrief's direction, Rex was a supplier to the Army and Navy, and with the return of peacetime production, he did the job of reconversion to refrigerator manufacture.

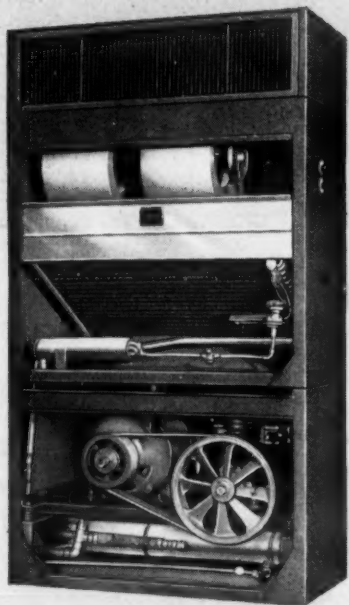
In 1947, Philco acquired the Rex Co. and Regenstrief has handled its refrigerator and freezer production since that time as a member of the Philco organization. In his new capacity he will be in charge of all Philco refrigeration division production.

TYPHOON'S

New Self-Contained

10-TON
Air Conditioning Unit

The new 10-ton unit is presented on TYPHOON'S 40th anniversary of service to the ventilating and air conditioning industry. Specialists in the manufacture of self-contained units, TYPHOON has engineered and pre-tested this rugged addition to its line of 1½-2-3-5-7½-ton units.



Check and Compare

THESE FEATURES:

• **FREE STANDING**—Completely self-contained—no duct work required—quick, easy to install—all movable parts easily accessible.

• **OVERALL DIMENSIONS** including plenum chamber and supply grille: 27" deep x 52" wide x 93" high.

• **UPPER HALF**—If necessary, upper half can be placed in conditioned area, and the high side at a remote point.

• **LOW SPEED OPERATION** reduces vibration and noise to minimum—cabinet is fully insulated.

• **125,000 BTU'S** at 36° suction temperature and 105° condensing temperature.

• **SILVER SOLDERED THROUGHOUT**—arranged for city water use or water tower application at no extra cost.

• **ALL COPPER TUBE AND FIN**—liberal cooling surface—high ratio of prime surface.

• **MAKES FOR TOP EFFICIENCY**.

• **DELIVERS THE MOST AIR CONDITIONING** at lowest cost in dollars per ton.

Tie up with TYPHOON

Backed by a sales-winning program of dealer promotion and sales-training. Nationally advertised.



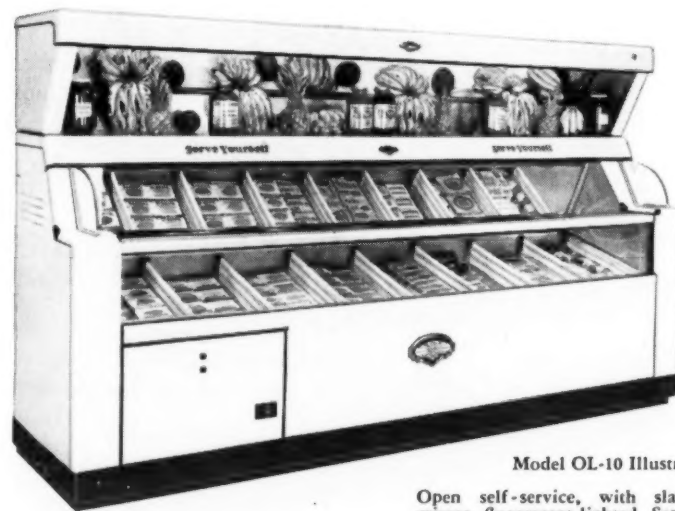
TYPHOON'S 40th ANNIVERSARY

Write Dept. AC-3

TYPHOON AIR CONDITIONING CO., INC.

794 UNION STREET • BROOKLYN 15, N. Y.

Frozen foods that stay frozen!



Model OL-10 Illustrated.

Open self-service, with slanting mirror, fluorescent lighted. Separate canopy overhead for dry storage.

POSITIVE protection of frozen foods is a *must* in an open-face display case. Warren Model OL is engineered to meet such exacting requirements under all conditions.

Fast turnover of merchandise in thousands of Models OL now in use attests to the reliability of this Warren unit in all types of food stores.

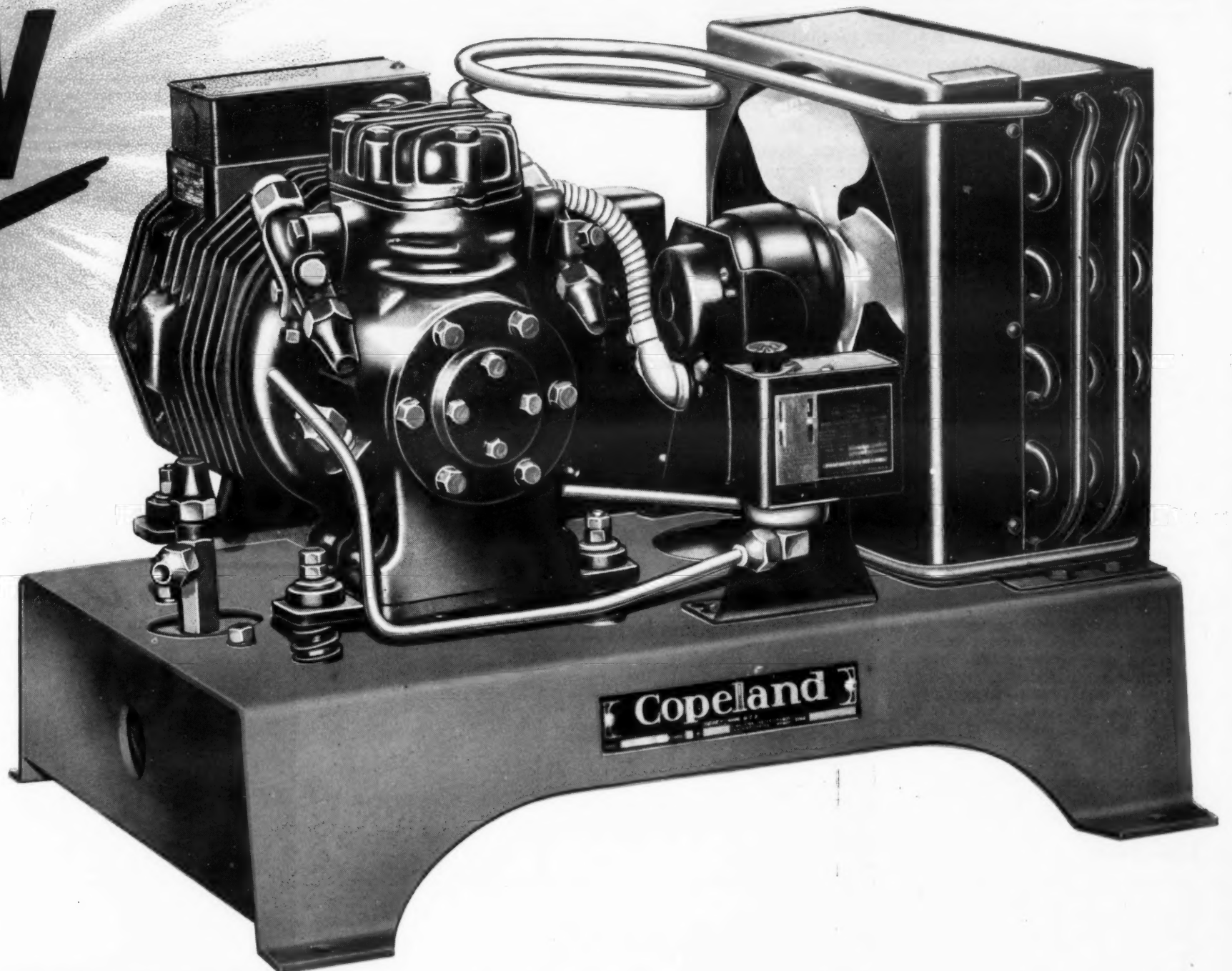


Inquiries are invited from dealers who are interested in a profitable franchise. Address Dept. 508.

The WARREN COMPANY INCORPORATED
905 MEMORIAL DRIVE, S. E. ATLANTA 1, GEORGIA

New

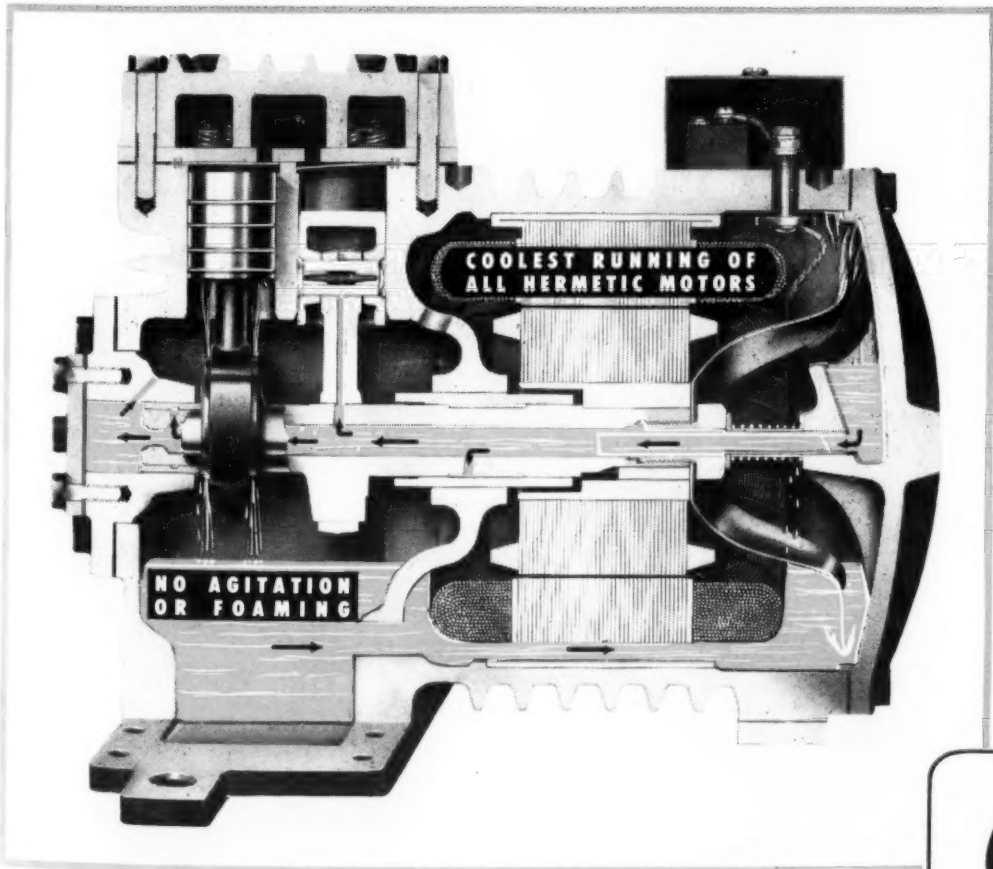
REMOTE COPELAMETICS



UNIT
ILLUSTRATED
IS MODEL Z-33
1/3 H. P.

COPELAMETIC The ACCESSIBLE Hermetic

FOR FROZEN FOOD AND OTHER REFRIGERATION
OR AIR CONDITIONING APPLICATIONS



Follow the arrows and see how oil reaches all bearing surfaces by forced-feed lubrication. One-piece compressor and motor housing maintains perfect alignment for bearings and cylinders.

With models from 1/6 to 7 1/2 H.P., inclusive, Copelametic units can be used on any application now served by open units. And you get the smoothest, quietest, most value-packed unit your air conditioning and refrigeration dollar can buy.

Copelametic is the hermetic that combines the finest features of all types of units. Field-accessible . . .

need never be returned to the factory.

Copelametic eliminates belts, seals, manual oiling. Large, integral-cast fins around the housing dissipate heat rapidly for highest efficiency. Check the BTU ratings. In addition, motors are water-cooled above 2 H.P.

Get Copelametic for quiet, trouble-free, economical refrigeration and air conditioning.

Copeland
DEPENDABLE *Electric* REFRIGERATION

Manufacturers of: Refrigeration Units (Open Type and Copelametic), Compressors, Refrigerators, Water Coolers.

COPELAND REFRIGERATION CORPORATION • SIDNEY, OHIO
EXPORT DEPARTMENT • 60 WALL TOWER, NEW YORK CITY

Utilities' Promotion of Freezer Can Build Steady Line Load and Give Public a Better Way of Life

In this condensation of a presentation made by F. F. Duggan of Deepfreeze, speaking as chairman of the Home Freezer Section of Nema before the Edison Electric Institute Sales Conference, readers who are interested in promoting the sale of home freezers will find two main sets of facts that should prove useful to them.

In the first part of the presentation is a good "down-to-earth" expression of why the home freezer is an appliance that promotes much better living while paying for itself.

The second part explains in detail why electric utilities should wholeheartedly promote the sale of home freezers, and as such should prove useful to dealers who are trying to get some cooperation from their local utilities.

The farm and home freezer, this newest child of the major appliance family, despite a considerable indifference on the part of many of the largest dealers, and a friendly neglect on the part of most of the utilities who have been absorbed in many other pressing matters has, nevertheless, shown quite amazing growth.

Here are the vital statistics:

Estimated industry sales 1946, 210,000 units.

Estimated industry sales 1947, 450,000 units.

Estimated industry sales 1948, 675,000 units.

Estimated total present saturation of farm and home freezers, 1,400,000 units.

A comparison of the growth of this infant industry with its elder brothers reveals some interesting facts. Despite the fact that a freezer renders a totally new service in the home, and unlike a range, refrigerator, and vacuum cleaner, and other appliances, does not replace an existing device, this appliance, in seven actual selling years, from 1938 through 1948, leaving out the war period, has reached a saturation that took most of its bigger brothers more than 20 years to attain.

Cites Axiom

It has long been an axiom that the sale of the first million of a new device represents the true pioneer stage, and that after that point has been reached, public acceptance will aid in a normal growth.

The electric range was a big volume appliance, and had definitely arrived in 1940, when the industry sold 450,000 units for the year. There were 675,000 freezers sold in 1948, at an estimated retail volume of \$202,500,000.

There are many other interesting comparisons that could be made, but these will suffice to indicate that up until now, the public has been actually more sold on farm and home freezers than have many large segments of the appliance industry.

It might be well to review quickly some of the reasons that the home freezer has a definite place in every home—rural, suburban, or metropolitan. A home freezer does for long time storage exactly the same thing that a refrigerator does for food storage for a few days.

Advantages to User

In other words, a home freezer keeps food in a fresh state with its flavor, appearance, and form unchanged. Never before in history has any method been found for keeping food for an indefinite period without materially changing its form, appearance, or flavor.

With a freezer, any homemaker can have a larger variety, a greater quantity, a better quality of foods on hand at all times, and all at lower cost.

Let's name only a few of the many outstanding advantages to the homemaker of this marvelous new appliance.

With a home freezer, any housewife may buy foods in quantity when they are at the peak of their quality, at material price savings.

She shops less often—goes to the store only once every ten days to two weeks rather than the customary two or three times each week.

With a home freezer there is no such thing as a season in foods. Every home can enjoy any food at any season of the year.

A home freezer saves time over canning or any other food preservation method. It eliminates waste, and with a home freezer there is no such thing as left-overs, but only food cooked ahead.

The home freezer saves time and work for any homemaker enabling her to cook pies, cakes, breads, or any large quantity of food ahead and store them for the time that they will be needed.

Best of all, a home freezer will actually pay for itself!

Let me cite a personal example. When I first became affiliated with the organization for whom I now work, I suggested to my wife that we begin to use a freezer in our own home. She pointed out to me that we did not keep a garden, and that we lived close to all kinds of stores so that there was no necessity for our keeping any larger quantity of food on hand than could be stored in our regular refrigerator and in canned goods on our pantry shelves.

She also pointed out that she had not been looking for extra work, inasmuch as she had a large house to keep and two children to look after.

When I said that we could freeze vegetables as well as meats and keep them until they were needed, she said that she had never seen the

necessity for canning food when she could buy standard brands of canned food that, up until now, had been highly acceptable.

Speaker Installs One

Despite this somewhat lukewarm reception, I had a home freezer delivered and installed, and went out of town on a business trip. When I returned, I hopefully lifted the lid and looked into the freezer, only to find it running nicely but completely empty.

I called a family conference, and pointed out that after all, we did work for a freezer organization and that it might be a good thing for us to try out the appliance which it was my responsibility to sell. I again left on a business trip. When I returned this time, I hopefully looked again and found a loaf of bread in each compartment. It could not be said that at our house the freezer got off to a flying start.

Because of the fact, however, that a freezer will actually freeze and store cooked foods of all kinds, as well as uncooked foods, and because of the fact that meat is only one of

the items that can be stored in this fine appliance, we soon began to make extended use of this device. It was quite convenient, for example, to store breads, cakes, pastries, soups, and cooked foods of all kinds in our home freezer.

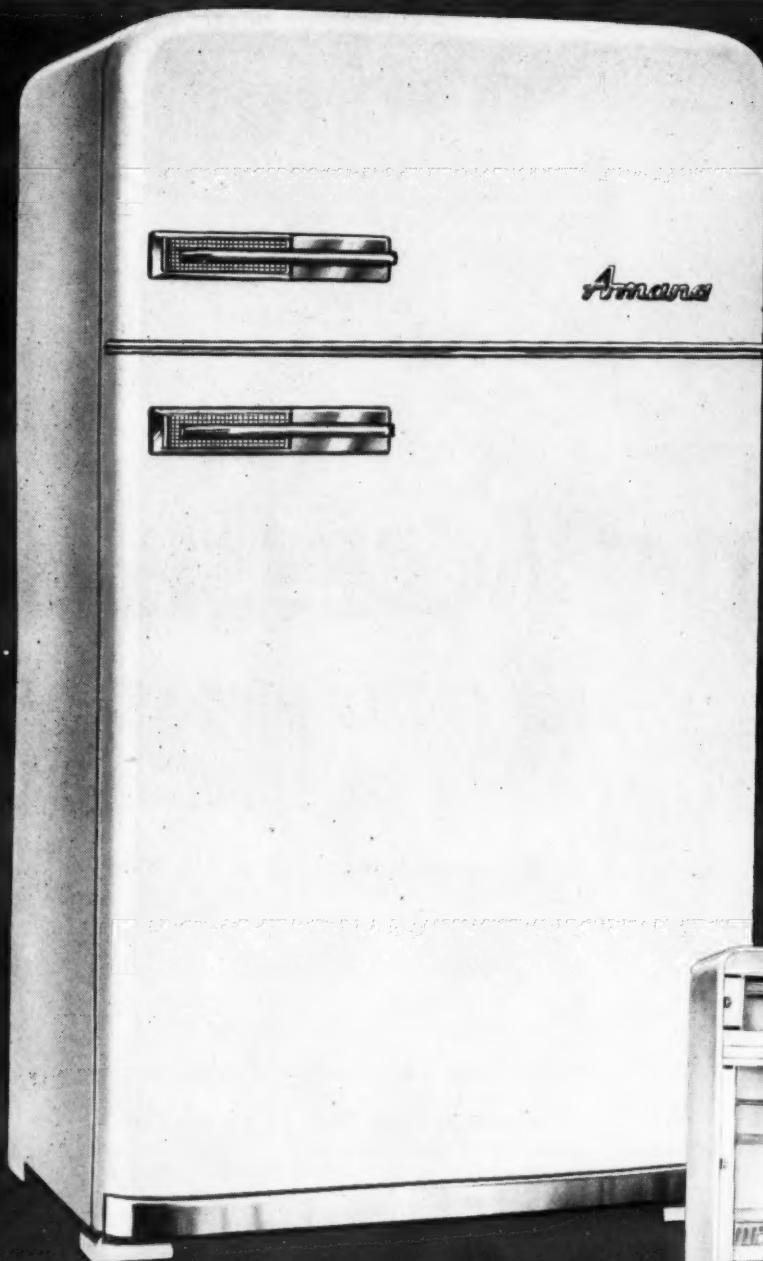
We soon found that it was little trouble to process fruits and vegetables for freezing—that it wasn't hard work, but was a matter of a few minutes. On a Sunday afternoon drive we would buy quantities of vegetables directly from farmers roadside stands.

For an example, we bought a paragon, 25 lbs. at a time, at a price of 10 cents at pound when the same identical product was selling in retail stores at 25 cents if bought by the pound. This represented a saving of about 60%.

We bought fresh, delicious peaches at \$3.00 for a bushel containing 48 lbs. This was at a price of 6 cents per pound against fresh peaches by the pound at 15 to 20 cents for the same identical quality. This was again a saving of over 60% in one food item. We bought meat in quantities.

(Continued on next page)

America asked for them...



THE ULTIMATE!
Amana's New
FREEZER-REFRIGERATOR!
MODEL FR-9

Here's one handsome unit that's what America's housewives asked for—a REALLY NEW, two-in-one freezer-refrigerator! Here's the double-door, double-purpose Amana model that offers YOU double-barreled selling ammunition! You'll enjoy new, overnight sales... and you'll be first in line for replacement sales to customers who have delayed replacing old, out-moded refrigerators—because

THIS IS JUST WHAT THEY'VE BEEN WAITING FOR!

Here's a market that's ready and waiting. Compare the Amana freezer-refrigerator—feature by feature—and you (and your customers) will say:

"THIS IS IT!"

FREEZER COMPARTMENT
approximately
2 cu. ft.
capacity

REFRIGERATION COMPARTMENT
OVER
7 cu. ft.
capacity

SLEEK, SMOOTH LINES
for everlasting eye-appeal

2 DOORS
CUT OPERATING COST
One for the freezer
One for the refrigerator

NEVER NEEDS DEFROSTING

2 TEMPERATURES SEPARATELY CONTROLLED
One for the freezer
One for the refrigerator

YES, FROM SEATTLE TO SAVANNAH, THEY'RE DEMANDING AMANA!

As the demand for new and better concepts in refrigeration grew, so grew the demand for Amana.

Accelerating this demand, are the dramatic, far-reaching advertisements that tell the Amana story in millions every month.

Put the Amana symbol in your store, home,

sales message: become YOUR story to YOUR customers... you are immediately identified as the qualified representative in your territory for Amana—the pioneer specialists in low temperature Refrigeration, with a century-old tradition of American craftsmanship. It rings true—because it is true!

BE SURE TO VISIT THE AMANA EXHIBIT

Space 536B

AT THE
AMERICAN FURNITURE MART
IN CHICAGO... JULY 5th TO 16th

As a result of this experience, and

This chart is based on a food budget of \$75,000, which is certainly

These savings which do not, by any means, represent the total savings which can be attained by the use of a home freezer through all of its advantages, on a \$75.00 food

The unusual demands of war and corresponding industrial growth, and the increased electric consumption in homes as a result of increased income, have resulted in a lessened

Here are figures that are sure to be of interest to you, and may even be surprising.

Still another recommendation is the institution of a continuous sales training program on home freezers for the benefit of your own organization and for your cooperating dealer groups.

REFRIGERATION DIVISION, AMANA SOCIETY AMANA 14, IOWA

City.....

8-City Promotion of New Coolerator 10-Cu. Ft. Freezer Cites Low Price

DULUTH, Minn. — A complete packaged selling program for the introduction of the new Coolerator F-101 family size freezer has been presented to Coolerator distributors at a series of regional meetings according to William C. Conley, Jr., Coolerator sales manager.

Started in Los Angeles on May 31, meetings followed in Boston, Chicago, and Seattle on June 6, Washington, D. C., and Kansas City on June 8, Atlanta on June 10, and Dallas on June 11.

Delivery of the first production models of the new freezer was being made to distributor executives at that time. Coolerator management personnel in attendance at these meetings were Ward R. Schafer, vice president and general manager; William C. Conley, Jr., sales manager; W. A. MacDonough, advertising and sales promotion manager; and R. H. Schneberger, national training manager.

ager. Coolerator district managers for the respective regions assisted in conducting each of these meetings.

Sales strategy for the new 10.3-cu. ft. family size freezer is based on "Low Cost Per Cubic Foot." At \$349.50, the Coolerator F-101 deluxe freezer will be merchandised as claiming to be the lowest priced nationally advertised 10-cu. ft. freezer now being sold in America, Conley said.

A comprehensive advertising campaign in the national consumer media was outlined, and plans made for intensive local tie-ins, using outdoor posters and newspaper space. A new freezer display, promotion, and dealer training program was revealed at the same time.

Tarver Buys Refinishing Firm

FRESNO, Calif.—Rader Appliance Refinishers, opened a year ago and specializing in refinishing and repairing chipped porcelain and baked enamel, has been sold to Winford T. Tarver, Robert Rader announced recently. Tarver has been in the refrigeration field for some time.

Crosley Names Lopes Public Relations Head

CINCINNATI—Appointment of J. N. Lopes as director of public relations of the Crosley Div., Avco Mfg. Corp., has been announced by W. A. Blees, Avco vice president and Crosley general sales manager.

Lopes, who headed up public relations activities since 1944 for Lewyt Corp. before joining Crosley, will report to V. C. Havens, assistant general sales manager.

He also was director of public relations for National Gypsum Co., and a staff executive for the National Association of Manufacturers. Prior to entering public relations work, Lopes was a member of the editorial staffs of the *Newark Evening News*, *Newark, N. J.*, and the *Associated Press*.

Paul A. Ryan, who for the last two years was Crosley's director of public relations, has been named manager of displays and exhibits. Ryan joined Crosley in 1943. He also served as assistant to the director of advertising.

Competition Results Show Value of Dealer Demonstrations In Getting Freezer Leads

NORTH CHICAGO, Ill. — When Deepfreeze Div. of Motor Products Corp. launched its three-month "49er Gold Rush Campaign" last March, distributors and dealers were told:

"It has been field-tested and proven that demonstrations are the best means for uncovering prospects and customers for Deepfreeze home freezers. Group demonstrations with large audiences are the best because more prospects are reached simultaneously."

A dealer in Paris, Ind., and one in Union City were among those who took the advice to heart and started conducting home freezer schools.

The freezer school held in Paris attracted 45 persons. As a result, three immediate sales were realized, with another in the process of being closed. The dealer also gained 30 excellent prospects, who were followed up by his firm and distributor salesmen.

The school held in Union City cul-

minated in three sales and 20 good prospects out of an audience of 30 people, according to Deepfreeze.

These retailers "are just two of the many Deepfreeze home freezer dealers who are selling successfully through demonstration, as well as the many other effective methods at their command," the company reported.

Commenting on the over-all "49er" campaign, a Deepfreeze spokesman said:

"Competition, in the form of prizes for winning distributors and awards for dealers at the conclusion of the campaign, has helped keep interest and sales at a high point throughout the three months."

"Bulletins have been sent out regularly to our distributors, listing standings, and giving timely promotional ideas and sources to help boost sales."

Although the campaign is now over, Deepfreeze plans to continue using much of the sales promotional, advertising, and demonstration material developed for it.

Among the extensive array of materials is a home freezer school guide, a booklet on "22 Proven Promotions," a sound-slide film called "Frozen Assets," window and floor displays, retail salesmen prospect post cards, a homemaker's manual, radio spots, and an "economy" folder.

Unions Ordered To Stop 'Coercing' Employees of N.Y. Appliance Chain

WASHINGTON, D. C. — The National Labor Relations Board has ordered two independent unions to cease interfering with employees of Vim Electric Co., Inc., operator of a large retail appliance chain in the New York City area, in the exercise of their self-organizational rights.

Charges were filed by Vim against the Retail & Wholesale Employees Union, Local 830, and the Wholesale & Warehouse Workers Union, Local 65, Brooklyn. An all-party stipulation was entered into April 26. This stipulation was later approved by the board.

The board ordered Local 830 "to cease and desist from engaging in any threats or acts of violence, intimidation or reprisal, or making any promises of benefits to or from in any other manner restraining or coercing employees of Vim Electric Co., Inc., in their self-organizational rights. . . ."

Local 65 was ordered "to cease and desist from restraining or coercing employees of Vim Electric Co. in the exercise of their self-organizational rights, refrain from any or all such activities, as guaranteed in the Act, by inflicting bodily injury on said employees, or picketing the places of residence of employees, or distributing handbills at said residences. . . ."

April Excise Collections Rise for Air Conditioners, Household Refrigerators

WASHINGTON, D. C. — A report by the Bureau of Internal Revenue showed that April collections of the manufacturer's excise tax on mechanical refrigerators and air conditioners were up \$1,817,517 from a year ago but, those on electric, gas, and oil appliances down \$3,705,834.

Receipts on refrigerators and air conditioners in April amounted to \$6,439,096, compared with \$4,621,578 in April, 1948. For the period from July 1, 1948, to April 30, receipts totaled \$64,016,286, up \$1,372,549 from the corresponding period a year ago.

On electric, gas, and oil appliances, April collections were \$5,262,483, compared with \$8,968,349 for April of last year. A total of \$70,435,162 was collected in the period from July 1, 1948, to April 30, down \$1,978,604 from the same period a year earlier.

Collections on electric light bulbs and tubes increased in April over a year ago and those on radio sets, phonographs, components, etc., decreased, the same as did those on phonograph records and musical instruments.



Just a Thumb—

is all it takes to operate the AMAZING, NEW Free-ezee ICE CUBE TRAY

Here's the new idea to lift your household refrigerator sales! FREE-EZEE eliminates costly, complicated gadgets — makes available for the first time a really workable ice cube tray at lower production costs.

You've never seen anything like it! It's a completely new . . . entirely different . . . non-mechanical assembly . . . developed exclusively by Hoosier Cardinal . . . with a tray made of special aluminum alloy unlike any other ice tray metal . . . and a grid molded in one piece of an amazing new unbreakable, flexible plastic.

Once consumers try the trouble-free, trick-free operation of this new tray — they'll be looking for it in the next refrigerator they buy! You can't afford to by-pass this sales appeal! Be among the first to offer it.



1

Just a gentle nudge with thumb frees tray from refrigerator. Special design prevents sticking.



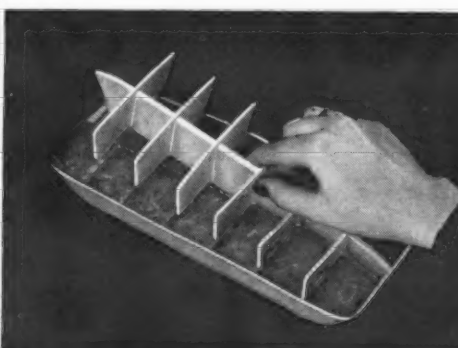
2

Pull every side of tray with thumb. Grid is loosened instantly and all cubes are free of tray.



3

Remove cubes one at a time by pushing edges of grid cross bars with thumbs. Cubes peel — not pop — out of grid without splintering or waste.

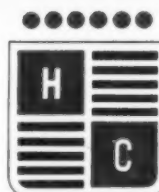


4

To release cubes all at once, push cross bars in opposite directions with thumbs, and simply lift out grid. No hot water necessary.

Available now to Manufacturers only. Producers and product designers are invited to consult our engineers for full details and specifications.

HOOSIER CARDINAL
CORPORATION
Evansville, Indiana



BUILD PROFITS WITH CROSLEY...



WRITE TODAY for details about Crosley profit opportunities. Or call your nearest Crosley distributor:

Crosley Division, Avco Manufacturing Corporation
1329 Arlington Street, Cincinnati 25, Ohio

Now Crosley brings you the means to *get your freezer business moving* . . . and moving fast — with the world's lowest-priced home freezer.

Dozens of your customers own old, but perfectly serviceable, refrigerators without storage space for frozen foods. They want that storage space. But they can't afford a new refrigerator. They *can* afford this low-priced Crosley Kitchen Freezer. It's easy for you to show them how the Crosley Kitchen Freezer exactly fits their budgets . . . and their needs.

Storage space for more than 100 pounds of frozen foods . . . convenient size that's just right for the kitchen . . . handy table-height linoleum-topped work surface. This combination of features, *plus* the world's lowest price, *plus* your selling effort, are bound to move freezers — at a profit!

Almost every family is a prospect — city people who haven't room for a big freezer and farm families who need a link between frozen food lockers and the kitchen.

Now is the season for selling home freezers.

Now is your chance to go to town with Crosley — the world's lowest-priced home freezer!

CROSLEY

DIVISION



Better Products for Happier Living

SHELVADOR* REFRIGERATORS . . . KITCHEN FREEZERS . . . RANGES

RADIOS . . . RADIO-PHONOGRAPHS . . . TELEVISION ®

Home Freezer Specifications

Deepfreeze

Deepfreeze Div., Motor Products Corp., 2301 Davis St., North Chicago, Ill.

Chest or upright type....	Chest	Chest	Chest	Chest	Chest
Model No.	B6	C6	B10	C10	C18
Separate freezing section?	No	No	No	No	No

DIMENSIONS (In Inches)

Interior: Height	17 1/2	17 1/2	25 15 1/2	25 15 1/2	25 15 1/2
Width	29	29	45 1/2	45 1/2	74 1/2
Depth	20 1/2	20 1/2	17 1/2	17 1/2	17 1/2
Exterior: Height	36	36	36	36	36 1/2
Width	38	38	55 1/2	55 1/2	94
Depth, over-all	30 1/2	30 1/2	29 1/2	30 1/2	29 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment ...	6	6	10	10	17 1/2
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INTERIOR EQUIPMENT

Partitions (No.)	2	2	2	4
Shelves (No.)	1	1	1
Baskets (No.)	3	3	3
Light	No	Yes	No	Yes	Yes
Thermometer	No	No	No	Yes	Yes

INSULATION

Kind	Fibreglass and Balsam Wool				
Thickness: (In Inches)					
Top	3 1/2	3 1/2	3 1/2	3 1/2	3 1/2
Sides	4	4	4	4	4
Bottom	4	4	4	4	4

LIDS

Number	1	1	1	1	2
Lid support	All models counterbalanced
Provision for locking?	No	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net (approx.)	237	242	350	357	620
Shipping (approx.)	277	282	405	412	760
PRICE	\$229.95	\$249.95	\$369.50	\$424.50	\$599.50

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around copper tubing

Refrigerated surface area (sq. ft.).....Models B6, C6, 12.4; B10, C10, 22.6; C18, 36.7

Compressor:

Make.....Models B6, C6, and C-18, Universal; models B10 and C10, Universal and Kelvinator

Sealed or open.....Sealed

Location in freezer.....Bottom

Refrigerant....."Freon-12"

Make of control.....Models B6, C6, B10, C10, Ranco and Cutler-Hammer; C18, Ranco

Accessible for user adjustment?.....Yes

Location.....Front of cabinet

Condenser: Type.....Models B6, C6, B10, C10, plate; C18, finned

Forced or natural convection.....Model C18, forced; all others, natural

CONSTRUCTION AND FINISH OF

Cabinet.....All models—one-piece all steel, Bonderized and two coats baked-on enamel

Interior liner.....All models—one-piece all steel, Bonderized and two coats baked-on enamel

Material in evaporator.....Copper

PROTECTION PLAN

Warranty.....One year on entire machine, four years additional on sealed compressor unit

SPECIAL FEATURES

Deluxe models C10 and C18 have three ice cube trays with ejector arms and serving trays. Foods can be fast-frozen against any part of interior walls of all models.

Amana

Amana Society, Refrigeration Div., Amana, Iowa

Chest or upright type.....	Chest	Chest	Upright	Upright	Upright
Model No.	60	110	18	25S	200S
Separate freezing section?..	No	No	No	No	Yes

DIMENSIONS (In Inches)

Interior: Height	26 1/2	21	48 1/2	57	72 1/2
Width	22 1/2	47 1/2	39	39	63 1/2
Depth	17 1/2	17 1/2	17 1/2	19 1/2	41 1/2
Exterior: Height	42	39	71 1/2	80	80
Width	31	56	48 1/2	48 1/2	74
Depth	26	26	26 1/2	29	48

CAPACITY (In Cu. Ft.)

	6	10	18	25	109	25
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INTERIOR EQUIPMENT

Shelves (No.)	0	0	3	3	2	3
Baskets	Optional
Light	No	No	No	No	Yes	No
Thermometer	No	Yes	No	No	No	No

INSULATION

Kind	Fiberglass					
Thickness: (In Inches)						
Top	3	3	4 1/2	4 1/2	3 1/2	4 1/2
Sides	4 1/2	4 1/2	4 1/2	4 1/2	3 1/2	4 1/2
Bottom	4 1/2	4	5	5	3 1/2	5
Doors	4 1/2	4 1/2	3 1/2	4 1/2

LIDS OR DOORS

Number	1	1	1	1	1	1
Lid support	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	216	290	450	475	1,320	
Shipping	266	375	540	550	1,650	

PRICE (including delivery,

5-yr. warranty, and 5-yr. food protection).....	\$199.50	\$369.50	\$499.50	\$739.50	\$1,975	
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REFRIGERATION EQUIPMENT

Cooling medium.....Models 60 and 110, wrap around; models 18 and 25S, plates; model 200S, ref. section, blower coil evaporator; freezer, plates

Refrigerated surface area (sq. ft.).....Model 60, 14.5; 110, 20.2; model 18, 32.7; 25S, 48.9; 200S, 48.9

Compressor:

Make.....Tecumseh

Sealed or open.....Sealed

Location in freezer.....Model 200S, freezer bottom; all others, bottom

Refrigerant.....Model 60, "F-12"; model 200S, ref. "F-12", freezer, "F-22"; all others "F-22"

Make of control.....Ranco

Accessible for user adjustment?.....Yes

Location.....Models 60 and 110, rear; 18 and 25S, compressor compartment; model 200S, ref. on top, freezer, compres. comp.

Condenser: Type.....Finned

Forced or natural convection.....Model 60, natural; all others, forced

CONSTRUCTION AND FINISH OF

Cabinet.....Models 60, 110, 18, baked-on white enamel; models 25S and 200S, stainless steel

Interior liner.....Models 60, 110, baked-on white enamel; model 18, aluminum; models 25S and 200S, stainless steel

Materials in evaporator.....models 60, 110, copper; 18, 25S, 200S, aluminum

PROTECTION PLAN

Warranty.....1 year on cabinet, 5 years on system
Five-year food spoilage protection.

SPECIAL FEATURES

Models 60, 110: Zerowall, adjustable glides, built-in cylinder lock. Model 200S: Facilities for freezing, frozen food and refrigerator storage, germicidal lamp in refrigerator, two hermetically sealed systems, shipped in sections, meat rails, hooks in refrigerator.

Sell More Food Freezers

with



QUICK FREEZING

Potential customers for food freezers want to quick freeze their own fruits, vegetables and meats; and they want to store them at constant sub-zero temperature without worry about performance. You can't sell them quick freezing and constant low-temperature storage unless you have a food freezer that is engineered and built for this dual job... BTC Food Freezers have all the features to help you sell and to keep your customers sold — rapid freezing, sub-zero storage, economical operation, and long-lasting service. Five year food-spoilage insurance policy included with every BTC Food Freezer.

Made by The Brewer-Titchener Corporation, metal specialists for over 100 years and manufacturers of commercial refrigeration equipment.



A size for every size family

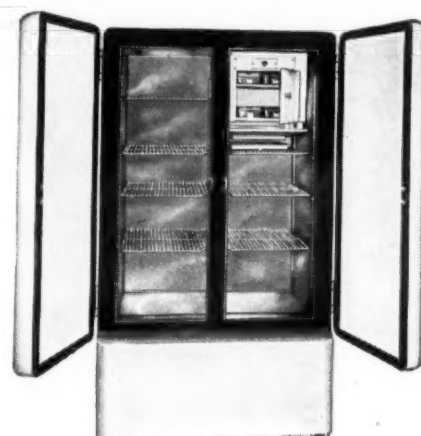
Model FC12-2: 12 1/2 cu. ft.
Food Storage: 437 lbs.
Length, 76"; Width, 28"; Height, 33 3/4"
Sharp Freeze Section: 2 1/2 cu. ft., 75 lbs.
Motor: 115 V.; Hermetic Compressor, 1/2 hp.

Model FC18-2: 18 cu. ft.
Food Storage: 630 lbs.
Length, 98 1/2"; Width, 28"; Height, 33 3/4"
Sharp Freeze Section: 2 1/2 cu. ft., 75 lbs.
Motor: 115-230 V.; Hermetic Compressor, 1/2 hp.

Enjoy the advantages of the profitable BTC franchise — a complete line of food freezers and display cabinets with helpful advertising and sales material.

Write today for full information

THE BREWER-TITCHENER CORPORATION
BINGHAMTON, N. Y.



MODEL 20SD
20.2 CUBIC FOOT



MODEL 2FGF
25 CUBIC FOOT



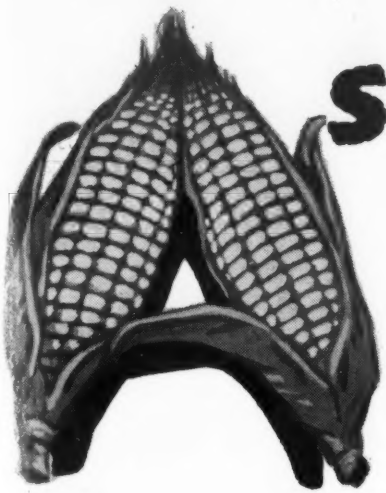
MODEL 3AGI
30 CUBIC FOOT



MODEL 4FDF
45 CUBIC FOOT

Manufacturers Agents Wanted for Several Territories.

Gloekler REFRIGERATOR COMPANY
ERIE • PENNSYLVANIA



S INDEPENDENT AS A HOG ON ICE!



ALL WELDED STEEL CABINET gives strength and durability. Steel is bonderized to guard against corrosion—gives better adhesion of snow white baked DULUX enamel finish.



CONVENIENT TEMPERATURE CONTROL is easily accessible but away from children's hands. Factory set for 0 degrees.



RECESSED TOE KICK lets you stand close for easy reaching and prevents scratching of cabinet finish.



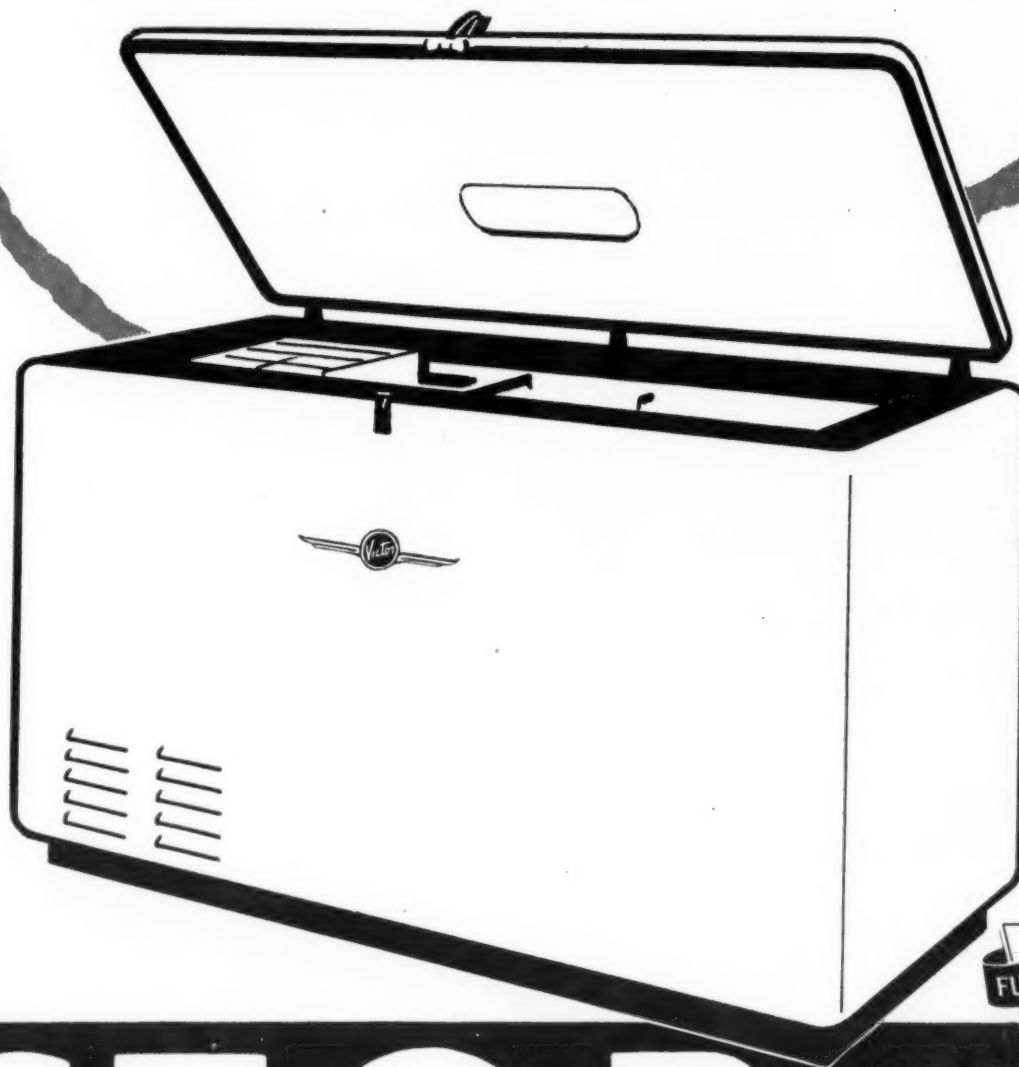
SAFE COUNTER-BALANCED LIDS open with a touch—stay in any position. "Engineered" construction gives safe 100% storage.

Victor provides Ice Makers, Milk Coolers, Reach-Ins, Beverage Coolers, Frozen Food Merchandisers, Walk-Ins and Sterilizers, a complete and well rounded refrigeration line for farm and commercial use.

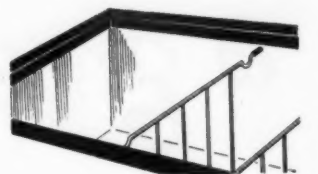
THAT'S the way most people get when they buy a Victor Quickfreeze. A dealer feels pretty good, too, when he delivers a Quickfreeze... another satisfied customer.

Frankly we are proud, for we want to and do build the best and the thriftiest freezer. Of course that's made possible by our thirty years of refrigeration experience. Incidentally we were one of the first to build a food freezer, back in 1936.

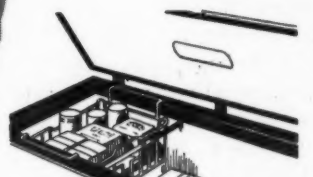
We feel the future is bright for us and for our dealers for there are at least a million farm homes and commercial enterprises that will want Victor Quickfreezers soon. Indeed, we are well pleased that the most profitable sales opportunity of a generation is waiting for dealers in food freezers like the Victor Quickfreeze.



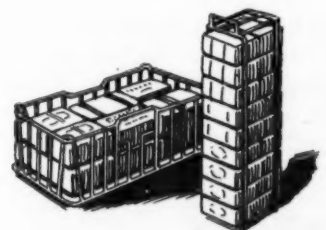
5 INCH FIBREGLAS INSULATION is "sealed in" moisture tight to keep temperatures and operating costs down. Nationally known compressor and bonded copper tubing give complete refrigeration on all 4 sides.



ADJUSTABLE DIVIDERS—you store different foods and packages quickly and easily—give "finger-tip" convenience. Mirror smooth walls stay clean and bright.



AUTOMATIC LIGHT illuminates when lid opens—you get the food you want without searching and groping. Utility basket is included.



ACCESSORIES—for easy and orderly storage, vertical racks and baskets are available. Baskets hold 16 qt. or 32 pt. packages—racks 9 qts. or 18 pts.

Victor Quickfreezers are available in chest type models with capacities of 12 cu. ft., 16 cu. ft., 20 cu. ft., and 26 cu. ft., the economical sizes for most farms, homes and commercial places.



VICTOR

PRODUCTS CORP.
HAGERSTOWN, MD.

Playing to Overflow Crowds

Success of Wilmington Dealer's Freezer Demonstration Prompts Store To Schedule Similar Ones Each Month

WILMINGTON, Del.—When Keil's store here, recently became interested in demonstrating freezers to the public as a whole, the management used radio, newspaper, and direct mail pieces to promote the event.

Spot radiocasts were made for weeks in advance and on the eve of the demonstration, a much larger time period broadcast was made. This was augmented by newspaper announcements and the mailing of two tickets to every customer on the concern's books.

The demonstration was held on the second floor of the Keil building which has a seating capacity of 500. The responding crowd was so much larger, that it was necessary to add additional seats to the already overflowing auditorium.

Mrs. Josephine Sweeney, home economist for Philco distributor, Garrett, Miller Co., featured many food

products from local concerns and stores. The items prepared for the demonstration were given away as prizes to the women in the audience. Other gift prizes consisted of a cosmetic bag, complete frozen dinner, 12 pound ham, frozen school lunch, and other prizes of frankfurters, sausages, scrapple, bacon, and numerous other varieties of frozen foods.

As an added feature the program included Eddy Lee's "Handee Idea" show, over station WAMS, Mutual outlet in Wilmington, which was broadcast from Keil's right before the demonstration.

The success of this demonstration was so great that the store expects to promote similar ones monthly. Many leads were obtained from the gathering and freezer sales resulted. Many may not materialize for some time to come, but they are "live" ones and many will.

Norge Gas Ranges Cut From \$10-\$40 per Model

DETROIT — Norge Div., Borg-Warner Corp., has announced price reductions of \$10 to \$40 on gas range models.

Sharpest reduction was on Model N-427. This model formerly carried a recommended national retail selling price of \$219.50. The new suggested price is \$179.95, a reduction of \$39.55. Other current models on which the suggested selling prices have been reduced, together with their former and new suggested retail selling prices, are:

Model	Old Price (Zone 1)	New Price (Zone 1)
N-308	\$139.95	\$119.95
PN-409	149.95	139.95
N-407	179.50	169.95
N-357	199.50	169.95
N-427	219.50	179.95

Model N-208, the 20-in. apartment size model, still carries the recommended retail selling price of \$109.95.

Chattanooga Appliance Sales for April

Appliance	Units Sold	Average Unit Price	Total Sales Value
Refrigerators	638	\$ 273.65	\$174,588.70
Home Freezers	53	325.75	17,264.75
Ranges	507	241.20	122,288.40
Water Heaters	190	128.35	24,386.50
Ironers	19	179.78	3,415.82
Vacuum Cleaners	958	72.50	69,455.00
Clothes Washers	313	189.95	59,454.35
Clothes Dryers	7	239.75	1,678.25
Dishwashers	11	394.95	4,344.45
Garbage Disposers	2	124.95	249.90
Air Conditioning Units	12	2,078.72	24,946.00
Refrigerators, Comm.	8	1,004.50	8,036.00
Ice Cream Cabinets	13	331.92	4,315.00
Freezing Cabinets	2	323.31	646.62
Beverage Coolers	37	280.27	10,370.00
Soda Fountains	3	1,073.54	3,220.63
Ice Makers, Water Coolers	1	1,000.00	1,000.00

Canal Stove & Refrigerator Opens

NEW ORLEANS — With George H. Hawkins as proprietor, Canal Stove & Refrigerator Co. has opened for business at 2726 Canal St.

Only Home Freezer and Vacuum Cleaner Sales Topped April, 1948

CHATTANOOGA, Tenn. — Home freezers and vacuum cleaners were the only two major appliances to show gains here during April as compared with April, 1948, reports issued by the Electric Power Board of Chattanooga, have indicated.

All domestic major appliances except clothes washers and dryers sold in better volume than in March.

Commercial refrigeration and air conditioning equipment sales were sharply off from last year.

Home freezer sales, with a total of 53 units moved by local dealers during the month, were 26% better than last year and 115% up over March. Vacuum cleaner sales numbered 958 units sold and topped last year's volume by 186% and March by 1%.

As compared with March, garbage disposer sales doubled, dishwashers were up 83%, refrigerators 50%, ranges and water heaters 32%, and ironers 5%. Clothes washers were off 46% and clothes dryers 12%.

Matched up against April, 1948 sales, however, clothes dryers were down 22%, ranges 26%, refrigerators 35%, clothes washers 43%, dishwashers 50%, water heaters 51%, ironers 69%, and garbage disposers 78%.

On the commercial side, air conditioning unit sales were off 70% from last year, refrigerators 33%, beverage coolers 43%, freezing cabinets 80%, ice cream cabinets 82%, and ice makers and water coolers 83%.

Unit sales for April with average unit price and total sales value appear in table above.

NRDGA Editorial Attacks Differential Discounts As Destructive Influence

NEW YORK CITY — "Preferential discounts" to certain groups of customers was strongly censured in an editorial written by Lew Hahn, president of the National Retail Drygoods Association, published in a special bulletin sent out last week by NRDGA.

Hahn called preferential discounts "one of the most destructive influences which retailing ever has been up against," and warned merchants against succumbing to the demands of pressure groups for discounts from regular prices.

He stated that a store with honest pricing methods cannot possibly afford to give preferential discounts, which usually are 10% or more.

Some of the groups which have asked for such discounts include the American Federation of Labor and the National Student Association.

"Of course it doesn't make any particular difference what the basis of the demand for discounts may be," the editorial said. "Perhaps a group of men who, as boys, all had warts on their hands, would do quite as well as these other claims."

Dugliss, of Cutler-Hammer, Dies

DETROIT — Malcolm Dugliss, a sales engineer for the past 25 years for Cutler-Hammer, Inc., died here June 3.

Dugliss, who contacted the refrigeration and other industrial fields for Cutler-Hammer, had spent nearly his entire business career with Cutler-Hammer and was widely known in the field. He was 52 years old.

IT'S EASY TO SEE WHY

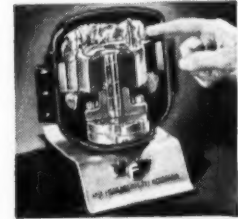
New Frigidaire Home Freezers offer a great new profit opportunity!

For over a quarter-century Frigidaire has been building low-temperature cabinets — more than 500,000 of them. Now the benefits of this experience are built into great new Frigidaire Home and Farm Freezers.

This beautiful new home freezer is styled by Raymond Loewy, famous industrial designer. It's built by the makers of America's No. 1 Refrigerator. And it offers many exclusive advantages — features like the Meter-Miser, simplest refrigerating mechanism ever built, extra thick insulation, all steel cabinet and rust-proof steel interior.

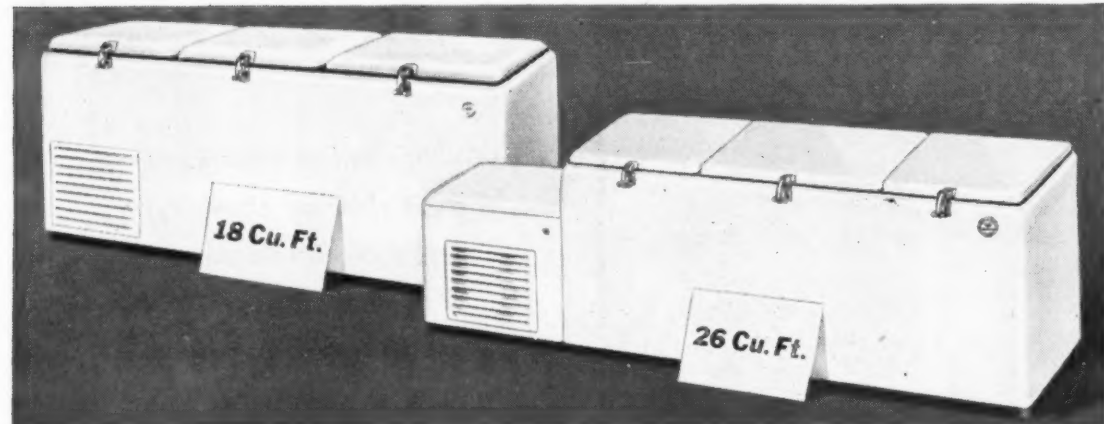
Moreover, Frigidaire is backing up its dealers with an important home freezer advertising and merchandising program. This is typical of Frigidaire merchandising on all its products. No wonder the Frigidaire franchise is so valuable!

The one and only Meter-Miser is precision-built like a fine watch — permanently sealed against dirt, air and moisture — oiled for life. That's the secret of its long, trouble-free service and amazingly economical operation.



The beautiful new Frigidaire 8.4 cu. ft. model is powered by the Meter-Miser — the same unique refrigerating mechanism that has proved itself in millions of Frigidaire Refrigerators. Handy sliding wire baskets and dividers keep

foods organized and easy to reach — a special shelf provides a convenient place to freeze foods before storing in freezer. Counterbalanced lid raises or lowers at a finger-touch, stays open in any position — light comes on when lid is lifted.



New Frigidaire large-capacity freezers are engineered for heavy duty on farms, in large city homes, in businesses. They're built of heavy gauge steel, insulated with an extra-thick layer of fibrous glass, powered by rugged Frigidaire reciprocating compressors. They have separate freezer compartments, counter-

balanced lids, separately-powered alarm bell that rings if cabinet temperature rises 5 to 10 degrees, and many other important advantages. Model HK-18T has 18.62 cu. ft. of storage space, holds 650 pounds of food. Model HK-26T has 26.1 cu. ft. of storage space, holds more than 900 pounds of food.



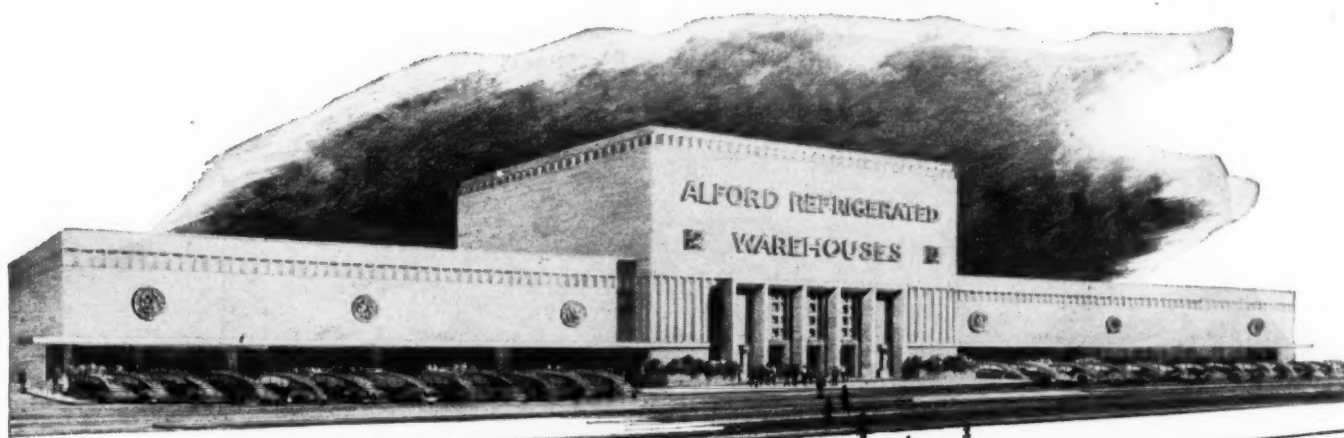
Frigidaire Combination Refrigerator and Home Freezer

This is Frigidaire's famous Cold-Wall Imperial IL-100 — a big, luxurious refrigerator combined with a Locker-Top Freezer that holds 70 pounds of frozen food. Has 10 cu. ft. of storage space in all. It's ideal for homes where space is at a premium — for families that don't need a full-size home freezer. Cold-Wall food compartment never needs defrosting, foods stay fresh uncovered. Styled by Raymond Loewy, powered by the Meter-Miser. Also in 8 cu. ft. size.

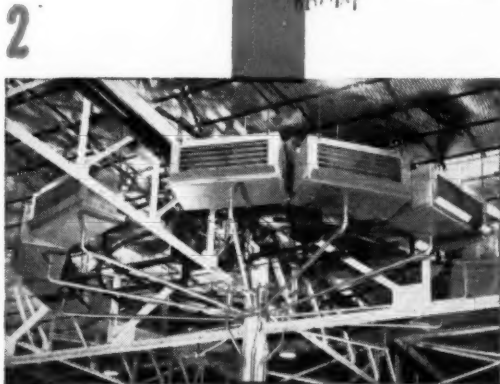
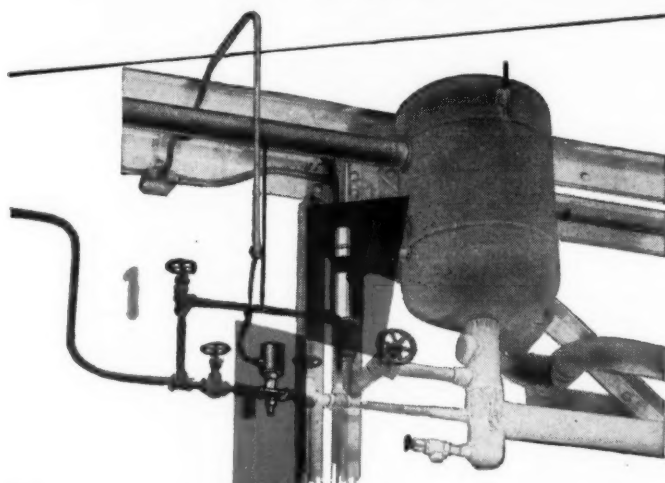
Depend on **FRIGIDAIRE**  to do things right

the world's largest refrigerated warehouse

equipped with **ALCO VALVES!**



The Alford Warehouse, Dallas;
7,500,000 cubic feet of cold storage,
and 8,000,000 cubic feet of air
conditioned storage.



A wide range of cold storage temperatures will be efficiently handled by:

- ▶ M8 SOLENOID VALVES controlled by
- ▶ J5 FLOAT SWITCHES on liquid lines;
- ▶ EPR 600 Series EVAPORATOR PRESSURE REGULATORS controlled by
- ▶ D922 TEMPERATURE PILOTS on suction lines.

However large or small, simple or complex your requirements may be . . . you'll find the right answer in ALCO's complete line of refrigerant controls. Your ALCO wholesaler will be glad to advise you.

- 1 ALCO J5 Float Switch and M8 Solenoid Valve controlling flow of liquid ammonia into surge drum.
- 2 Typical cluster of ceiling blower coils with ALCO Controls on both liquid and suction lines.



Designers and Manufacturers
of Thermostatic Expansion
Valves; Evaporator Pressure
Regulators; Solenoid Valves;
Float Valves; Float Switches.

ALCO VALVE CO.

853 KINGSLAND AVE. • ST. LOUIS 5, MO.

Home Freezer Specifications

Zerosafe (Wilson Cabinet)

Wilson Refrigeration, Inc., Div. of Wilson Cabinet Co., Inc., Smyrna, Del.

Chest or upright type	Upright	Upright
Model No.	FF-15	FF-25
Separate freezing section?	Yes	Yes
DIMENSIONS (In Inches)		
Interior: Height	45	45
Width	26½	44½
Depth	21	21
Exterior: Height	72	72
Width	36	54
Depth	30½	30½
CAPACITY (In Cu. Ft.)		
Freezer compartment	3.26	4.61
Storage compartment	11.24	19.89
INTERIOR EQUIPMENT		
Shelves (No.)	4	4
Baskets (No.)	3	3
INSULATION		
Kind	Fiberglas (semi-rigid)	

Thickness: (In Inches)

Top	4%	4%
Sides	4%	4%
Bottom	5	5
Doors	5½	5½

DOORS

Number	1	2
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Shipping	705	965
----------	-----	-----

PRICE

	\$444.50	\$695.00
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REFRIGERATION EQUIPMENT

Cooling medium Plate

Refrigerated surface area
(sq. ft.) Model FF-15, 10.41;
Model FF-25, 17.91

Compressor:

Make Model FF-15, Tecumseh;

model FF-25, Universal

Sealed or open Model FF-15,

sealed; model FF-25, open

Location in freezer Bottom

Refrigerant "F-12"

Make of control Ranco

Accessible for user

adjustment? Yes

Location Compressor comp.

Motor hp. rating FF-25, ½

Forced or natural convection... Forced
Condenser: Type Finned

CONSTRUCTION AND FINISH OF

Cabinet Steel—Dulux baked

enamel finish

Interior liner Steel—Dulux baked

enamel finish

Material in evaporator Steel

PROTECTION PLAN

Warranty 4-year unit replacement

on sealed units

Guarantee 1 year

Five-year food protection plan.

SPECIAL FEATURES

FF-15 and FF-25 have removable

front section.

Institute Recommends Simplified Packaging For 2-Week Freezing

Even Hamburger Can Be Stored for Fortnight In Covered Container

BRIDGEPORT, Conn.—Foods that are going to be stored in a home freezer for no more than two weeks do not have to be wrapped in moisture-vaporproof heat-sealed packages.

According to the General Electric Consumers Institute, even highly perishable hamburger can be safely frozen and stored simply in a covered container, if it is to be eaten within a fortnight.

Pointing out that simplified packaging methods enable smart homemakers to use their home freezers almost as freely as they use their refrigerators—living out of them daily—the Consumers Institute nevertheless emphasizes that, if there is even a faint possibility that food may be kept longer than two weeks, it should be wrapped for long-time storage in containers and materials specially prepared for the job.

Some Short-Cuts

Following are some of the packaging short-cuts developed by the Consumers Institute for short-time storage:

Homemakers can buy a week's supply of bread at a time, keep out whatever they need immediately and put the remaining loaves in the freezer in their original waxed paper or ordinary cellophane wrapper. If the bread isn't wrapped at all when purchased, ordinary waxed paper will be suitable for storage of two weeks or less.

Rolls, coffee cakes, and nearly any other baked goods can be frozen right in the cardboard box in which they were sold.

Hamburger Storage

Hamburger should be shaped into patties, or a loaf, and placed in a covered container. Refrigerator dishes with glass or oiled-silk covers are satisfactory for this short-time storage.

This same procedure applies to chops which are to be eaten within two weeks. When storing chops or hamburger patties, place a double thickness of cellophane or aluminum foil between each piece to prevent them from freezing together.

The Consumers Institute does not recommend using ordinary waxed paper to wrap moist foods, such as fresh meat, because many grades absorb water and stick to the meat.

Left-over cooked meat and fowl may be kept for two weeks in a covered container, or wrapped in waxed paper.

Handling Pet Food

Ground meat for household pets is generally purchased in a quantity sufficient to last a week or two. This can be divided into one-meal portions and frozen in a covered container. The homemaker will also find it convenient to do this with commercially frozen dog or cat food—allow it to thaw and then divide it up and re-freeze.

For short-time storage of any foods that can be wrapped, the homemaker can re-use aluminum foil. For instance, if foil has been used as a wrapping for a turkey which has been stored for several months and was torn when removing it, it can be cut into small pieces and used again for short-time storage of smaller items.

Glass jars are excellent for left-over stews, soups, etc., and can be used time after time. They are also good, of course, for long-time storage.

Nobody throws away Stainless Steel



Stainless steel *lasts*. Allegheny Metal stays bright and strong—gives lifetime service—under conditions of corrosion, heat and wear that send lesser metals to the junk-pile in a few years, or perhaps only months. Wherever a superior metal will give you advantage, you'll find it cheapest in the long run to use Allegheny Metal, the time-tested stainless steel.

Complete technical and fabricating data—engineering help, too—yours for the asking.

ALLEGHENY LUDLUM STEEL CORPORATION

The Nation's Leading Producer of Stainless Steel in All Forms

Pittsburgh, Penna. . . . Offices in Principal Cities

Allegheny Metal is stocked by all Jos. T. Ryerson & Son, Inc., Warehouses



'Freezerette'**New Phoenix Store Aims To Fill All Requirements Of Frozen Food Users**

PHOENIX, Ariz. — The "Freezerette," a new type of store here designed to fill all the needs of those who want the advantages of "the frozen food era of better living," from home freezers to the actual frozen foods, has been established by Ray Smith at 911 E. Indian School Road here.

Among the services offered by Smith in the "Freezerette" are delivery of frozen foods to homeowners, the product being delivered in a ¾-ton refrigerated panel body truck; the services of a trained consultant on frozen food preparation; supplies of packaging materials; all types of frozen foods, including meats; and, of course, the lines of home freezers and refrigerators.

In designing his store and plan of operations, Smith has drawn upon his considerable experience in the frozen food field. Prior to opening his store, Smith had been in the refrigerated locker plant business for four years, and is a past secretary of the Arizona Frozen Food Locker Association.

Mrs. Eleanor Thompson, who studied at the Frozen Food Foundation in New York City, has been engaged by Smith to demonstrate to and advise housewives on the proper use of the freezer, with considerable attention given to showing the public how to realize economies through quantity buying, especially of seasonal items.

The demonstrations are carried out in a test kitchen installed in the store. Equipment included in the kitchen includes a Deepfreeze home freezer, Frostair combination freezer-refrigerator, Thermador electric range, and Thermalloy stainless steel cookware.

Smith offers beef, pork, and lamb assortments at various prices, but all representing savings to the customer. Beef is offered in fore quarters, halves, and hind quarters, all at different prices per pound, but with charges being for actual weight delivered. Also offered are lamb saddles, pork by the half, pork loins and chops, bacon by the slab or sliced, and whole cured and picnic hams.

Vegetables in "freezer package" sizes of 2½ to 5 lbs., and fruits in 2½ to 10 lb. sized containers, are offered at savings of 25 to 40%. On purchases of retail size packages of frozen foods, discounts are allowed for quantity purchases as follows: \$5 to \$10—5%; \$10 to \$15—10%; \$15 or more—15%.

Fedders Picks Drake To Head Advertising

BUFFALO — Appointment of George L. Drake, as advertising manager, has been announced by E. R. Walker, vice president, Fedders-Quigan Corp., here.



G. L. Drake

Drake will work with the several sales managers in directing the company's advertising program in each of the various sales divisions. He has been engaged in various phases of advertising, promotion, and public relations for a number of years, with the exception of four years spent in active duty with the U. S. Navy. He was most recently associated with Deepfreeze Div., Motor Products Corp.

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ORDER NOW!

Air Conditioning & Refrigeration News
450 W. Fort St.
Detroit 26, Mich.

Home Freezer Specifications**Frigidaire**

Frigidaire Div., General Motors Corp., Dayton 1, Ohio

Chest or upright type	Chest	Chest	Chest
Model No.	HL-84	HK-18T	HK-26T
Separate freezing section?	No	Yes	Yes

DIMENSIONS (In Inches)

		Freezer	Storage	Freezer	Storage
Interior: Length	35%	20	60	25%	73%
Width	17%	18	18	18	18
Depth	23%	9%	25%	25%	25%
Exterior: Length	54%	93		139%	
Width	27	29		29	
Depth	35%	37		37	

CAPACITY (In Cu. Ft.)

Freezer compartment	Special Shelf	2.1	6.8
Storage compartment	8.4	15.8	19.3

INTERIOR EQUIPMENT

Partitions (No.)	0	3	3
Shelves (No.)	1	0	0
Baskets (No.)	2	0	0
Light	Yes	No	No

INSULATION

Kind	Fibrous glass
------	---------------

Thickness: (In Inches)

Top	3	2	2
Sides	4	5	5
Bottom	4	5	5

LIDS

Number	1	3	3
Lid support	Yes	Yes	Yes
Provision for locking?	No	(All lids counterbalanced) Yes	Yes

WEIGHT (Lbs.)

Net	383	705	930
Shipping	443	800	1,250

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.).....Model HL-84, 21½;
HK-18T, 35; HK-26T, 41

Compressor:

Make.....Model HL-84, Meter-Miser;
models HK-18T, HK-26T, Frigidaire
reciprocating
Sealed or open.....HL-84, sealed;
models HK-18T, HK-26T, open
Location in freezer.....Models HL-84,
HK-26T, side; HK-18T, bottom
Refrigerant....."Freon"
Make of control.....Frigidaire
Accessible for user
adjustment?.....Yes
Location.....Machine compartment

Motor hp. rating.....HK-18T, ½;
HK-26T, ¾
Condenser: Type.....Finned
Forced or natural convection.....Forced
Type of warning device.....Bell

CONSTRUCTION AND FINISH OF

Cabinet.....Steel, Dulux
Interior liner.....Model HL-84, gal-
vanized steel, aluminum paint;
HK-18T, HK-26T, steel, white lacquer
Material in evaporator.....HL-84, gal-
vanized steel tank, copper tubing;
HK-18T, HK-26T, steel tank,
copper tubing

PROTECTION PLAN

Warranty.....One year on cabinet,
5 years on Meter-Miser

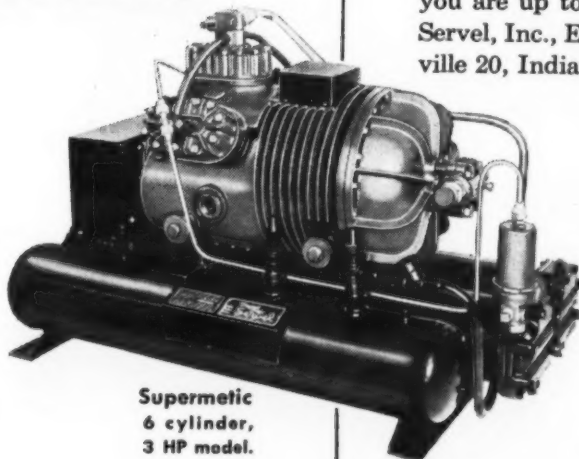
MERCHANDISING?**PRODUCTION BOTTLENECKS?****SALES?****ASSEMBLY?****DISTRIBUTION?****DESIGN?****ENGINEERING?****APPLICATION?****TESTING?****SERVICING?****Problems?****Servel's team of experts****can help you solve them!**

Servel hermetically sealed Supermetic units are available in all sizes from ¼ HP through 3 HP. Also available is a full line of belt-driven units built around Servel "Superpac" compressors for direct current, odd frequency, and mobile refrigeration applications.

Servel Supermetic Features That Build Sales Profits

- Compact—Simple to Install
- "Pull-Out" Rail Edge Base
- Fully Wired
- No Oil "Slugging"
- Forced-Feed Lubrication
- Low and Medium Temperature Models—¼ HP thru 3 HP
- No Belts—No Seals

**You get more than a
condensing unit when you buy
a Servel Supermetic**



Supermetic
6 cylinder,
3 HP model.

The old saying that two heads are better than one is particularly true in the commercial refrigeration and air conditioning business. Many times, another head . . . the outside viewpoint . . . can help you put your finger on the source of some problem more quickly than you can yourself.

Here's where Servel's team of experts can help you. They'll provide the plus thoughts at your planning meetings; they'll suggest extra ideas for your promotion programs; they'll put Servel's vast facilities at your disposal for research and testing; they'll help eliminate bottlenecks in your production line.

No matter what your problem—applications, assembly, sales—none is too big or too small for these men to tackle. You get more than a condensing unit when you buy a Servel Supermetic, and Servel is ready to prove it. If you are up to your ears in problems, call on Servel. Write, wire or phone Servel, Inc., Electric Refrigeration Division, 1906 Kentucky Avenue, Evansville 20, Indiana.

Servel
SUPERMETIC
for every commercial
refrigeration requirement

Servel also manufactures the Servel Gas Refrigerator, Servel Ball-Type Gas Water Heater and the Servel All-Year Air Conditioner.

Home Freezer Specifications

Westinghouse

Westinghouse Electric Corp.

246 E. Fourth St., Mansfield, Ohio

Chest or upright type Upright
Model No. F-6-49
Separate freezing section? ... Yes

DIMENSIONS (In Inches)

Interior: Height 34½
Width 21½
Depth 14½
Exterior: Height 54½
Width 28½
Depth (inc. hdwe.) 26½

CAPACITY (In Cu. Ft.)

Freezer compartment 2 (with 0.6 extra fast freezing)
Storage compartment two storage compartments, each 2 cu. ft.

INTERIOR EQUIPMENT

Shelves (No.) 3 shelves, including bottom of food liner

INSULATION

Kind High density Fibreglas
Thickness: (In Inches)

Top 4½
Sides 3½
Bottom 3½
Door 3

DOORS

Number 1 outside, 3 inside
Provision for locking? Yes

WEIGHT (Lbs.)

Net 260
Shipping 310

PRICE \$269.95

REFRIGERATION EQUIPMENT

Cooling medium Wrap around and evaporator

Compressor

Make Westinghouse
Sealed or open Sealed
Location in freezer Bottom
Refrigerant "Freon-12"
Make of control Westinghouse
Accessible for user adjustment? Yes
Location Top breaker strip
Condenser: Type Plate
Forced or natural convection Natural
Type of warning device Bell, accessory

CONSTRUCTION AND FINISH OF

Cabinet Two coats Dulux on Bonderized steel
Interior liner Two coats Dulux on Bonderized steel
Material in evaporator Sanalloy

PROTECTION PLAN

Warranty One-year warranty on entire freezer plus 4-year unit replacement contract
Five-year protection plan.

SPECIAL FEATURES

Drop down Handi-Shelf drawers; defrosting requires no unloading of storage compartments; safe keeping of foods for at least 72 hours in case of current shut-off if door is not opened; will operate at 10 to 15 below zero in freezing compartment and at zero in storage in room temperatures up to 105°.

Cincinnati Utility Holds Clinic on Food Freezing

CINCINNATI—A freezing clinic in which addresses and demonstrations on the cutting and preparation of food for freezing were stressed, was held recently in the auditorium of the Cincinnati Gas & Electric Co., here.

Conducting the two-day program were Mrs. Olive Parrish, home demonstrating agent of Hamilton County, Ohio, and Mrs. Mary Belle Burnett, home service director of the utility.

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Detroit 26, Mich.

Coldspot (Sears-Roebuck)

Revco, Inc., Deerfield, Mich.; Seeger Refrigerator Co., St. Paul, Minn.

	Chest (Revco)	Chest (Seeger)	Chest (Seeger)	Chest (Seeger)
Model No.	81106	51109	51112	51118
Separate freezing section? ...	No	No	Yes	Yes

DIMENSIONS: (In Inches)

	Interior: Height	Interior: Width (left to r.)	Interior: Depth (front to r.)	Exterior: Height	Exterior: Width	Exterior: Depth (less hdwe.)	Exterior: Depth (over-all)
Model 81106	18½	32	18	36	41	27	32½
Model 51109	18	44½	20	39½	53½	29½	33½
Model 51112	27½	30½	20	35½	60	29½	33½
Model 51118	27½	50½	20	35½	80	29½	33½

CAPACITY (In Cu. Ft.)

	Freezer compartment	Storage compartment
Model 81106	2.9	6.2
Model 51109	2.9	9.3
Model 51112	2.9	9.8
Model 51118	2.9	15.6

INTERIOR EQUIPMENT

	Partitions (No.)	Baskets (No.)	Thermometer
Model 81106	2	0	Yes
Model 51109	2	0	Yes
Model 51112	4	2	Yes
Model 51118	6	3	Yes

INSULATION

Kind Fibreglas

Thickness (In Inches)	Top	Sides	Bottom
Model 81106	2½	4	4½
Model 51109	2½	4	4½
Model 51112	2½	4	4½
Model 51118	2½	4	4½

LIDS

	Model 81106	Model 51109	Model 51112	Model 51118
Number	1	1	1	2
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

	Model 81106	Model 51109	Model 51112	Model 51118
Net	233	290	378	446
Shipping	295	440	550	676

PRICE

	Model 81106	Model 51109	Model 51112	Model 51118
Net	\$199.95	\$269.95	\$324.95	\$409.95

REFRIGERATION EQUIPMENT

Cooling medium Wrap around
Refrigerated surface area (sq. ft.) Model 81106, 12.9; 51109, 22.3; 51112, 23.7; 51118, 31.4

Compressor

Make Tecumseh
Sealed or open Sealed
Location in freezer 81106 and 51109, bottom; 51112, 51118, right corner
Refrigerant 81106, 51109, "F-12"; 51112, 51118, "F-22"
Make of control Ranco
Accessible for user adjustment? Yes
Location Front of cabinet
Condenser: Type Finned

Forced or natural convection 81106, natural; all others, forced
Type of warning device Bell, as an accessory

CONSTRUCTION AND FINISH OF

Cabinet Wrap around, all steel, welded, Bonderized, baked synthetic enamel
Interior liner 81106, aluminum; all others, porcelain enamel
Material in evaporator Model 81106, aluminum; all other models, copper

PROTECTION PLAN

One year on complete freezer, four additional years on unit and all refrigerant containing parts.

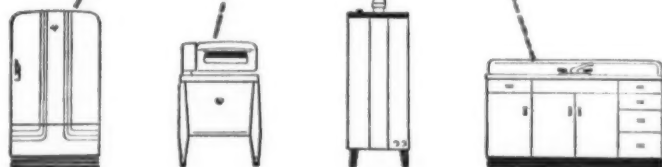
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She can't wait . . . she has a million and one things to do . . . she wants your story in a hurry. And there's no better way to give a speedy sales talk on the finish than by pointing to the Du Pont "Dulux" seal.

With that one gesture, even the most difficult prospect begins to pay attention. For quality-wise customers the nation over recognize the name "Du Pont." The seal is their assurance of a finish that gives years of washable, mar-

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Please send, free of charge, your new illustrated booklet, "Inside Information on the Outside."

Name Title
Firm
Address
City State

Home Freezer Specifications

Seall

Seall Pipe & Tank Corp.

945 N. Columbia Blvd., Portland, Ore.

Chest or upright type.....Upright

Model No. 22U

Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height 49 1/2
Width 40 1/2
Depth 20 1/2
Exterior: Height 72 1/2
Width 48
Depth (less door)..... 28
Depth (with door and hardware) 32 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment 22

INTERIOR EQUIPMENT

Shelves (No.) 3

INSULATION

KindFibreglas
Thickness (In Inches)
Top 4
Sides 4
Bottom 5
Door 4

DOORS

Number 1
Provision for locking?..... Yes

WEIGHT (Lbs.)

Net 575
Shipping 650

PRICE\$639

REFRIGERATION EQUIPMENT

Cooling mediumPlates
Refrigerated surface area (sq. ft.) 30

Compressor:

MakeServel
Sealed or openSealed
Refrigerant "Freon-12"
Make of control.....Ranco Pressure
Accessible for user adjustment?Yes
Location.....Bottom of cabinet on condensing unit

Condenser: TypeFinned
Forced or natural convection..Forced

CONSTRUCTION & FINISH OF

CabinetAluminum
Interior linerAluminum
Material used in evaporator.....Steel

PROTECTION PLAN

Five-year insurance policy on mechanical failure, \$5 minimum, \$200 maximum. Five-year warranty on condensing unit.

Patrons Watch Dealer's Freezer Demonstration In Front Window

WILMINGTON, Del.—Considerable sales stimulating attention was drawn to the Wilmington Appliance Co. here recently when the firm staged a home freezer show in its front window.

Heralded by a large newspaper advertisement, the show attracted more than 200 women in its two-day run, according to the Philco dealer.

A number of Philco, Frigidaire, and Harderfreeze home freezers were arranged around the back of the 18 by 10-ft. window display area to form an enclosure.

Within the enclosure a dozen or so chairs were set up to accommodate the women who watched the firm's two home economists give freezing demonstrations. A number of such demonstrations were given throughout the day.

The "short course" in home freezer use that was given to the women patrons included emphasis on the economy of buying large quantities of food during low price periods, demonstrations on how to pack the freezer for maximum storage efficiency, and demonstrations in food wrapping.

The audience at each demonstration was served slices of frozen bread that was toasted and coated with cinnamon, frozen orange juice, and frozen French fried potatoes.

The dealer expressed the belief that at least half of the women attending the show will become freezer prospects.

Jordan

Jordan Refrigerator Co., 58th and Grays Ave., Philadelphia 43, Pa.

Chest or upright typeChest
Model No. TC 9
Separate freezing section?.....No

DIMENSIONS (In Inches)

Exterior: Height 38 1/4
Width 54 1/4
Depth 28 1/2

CAPACITY (In Cu. Ft.)

Storage compartment 9
12.8
20

INTERIOR EQUIPMENT

Partitions (No.) 2
3
4

INSULATION

KindFibreglas
Thickness: (In Inches)
Top 4 1/2
Sides 2 1/2
Bottom 4 1/2

LIDS

Number 1
Lid support Yes (Counterbalanced)
Provision for locking? Yes

WEIGHT (Lbs.)

Shipping 420
430
550
PRICE\$298
\$395
\$490

REFRIGERATION EQUIPMENT

Cooling mediumWrap around

Compressor:

Make.....Tecumseh, Kelvinator, or General Electric
Sealed or open.....Sealed
Location in freezer.....Beneath food storage compartment
Refrigerant....."F-12" and "F-22"
Make of control.....White-Rodgers
Accessible for user adjustment?Yes
LocationCompressor housing compartment

CONSTRUCTION AND FINISH OF

Cabinet.....White hi-baked enamel on Bonderized steel
Interior linerWhite hi-baked enamel on Bonderized steel
Material in evaporator.....Steel

PROTECTION PLAN

Warranty.....5 years
All freezers carry a 5-year food spoilage protection policy of \$200 up to 16-cu. ft. sizes and \$300 up to 25 cu. ft.

Barkow Shifts Mfg. to New Plant In Milwaukee

MILWAUKEE—Appointment of four new district managers and the shifting of manufacturing operations to a new plant here early in July has been announced by the Aug. G. Barkow Mfg. Co.

The firm, which manufactures the Ben-Bar upright food freezer, said that the new building will add 10,000 sq. ft. to the company's production facilities. It will be of fireproof construction and is located on a two acre tract served by the Chicago, Milwaukee, St. Paul, and Pacific railroad and the Chicago & Northwestern railroad. The truck loading dock will accommodate 10 trailers.

The new district managers are R. D. Gray of Jacksonville Beach, Fla., who will serve the southeast; Duane Larrabee of Los Angeles, who will cover the west coast; Nathan Graubard of Philadelphia, who will work on the east coast; and William Winchester of Carthage, Mo., who will handle the middle western states.

400,000,000 POUND MARKET FOR YOUR FREEZER



Four hundred million pounds—two hundred thousand tons—of game animals, game birds and fish are taken by American sportsmen every year. Enough to feed an army of 5,000,000 men for 77 days according to Fish and Wild Life Service, U. S. Dept. of Agriculture. What a market for your home freezer!

788,283 sportsmen read Outdoor Life every month

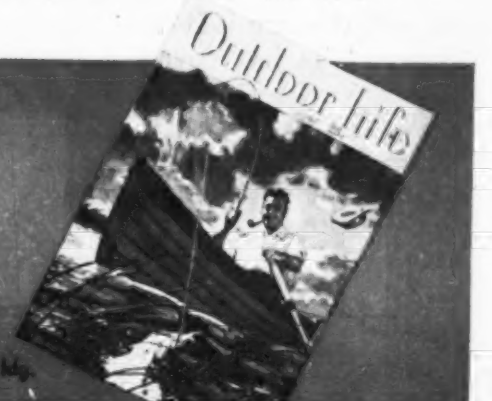
More angling and hunting enthusiasts buy Outdoor Life on the newsstands than buy any other sportsman's magazine. Now at its greatest circulation in history —788,283. With 4.3 readers per copy you reach more than three million prospects in every issue.

And they have the money to buy. 34.1% have incomes of more than \$5,000 a year; 78.3% own their own homes.

By any standard of measurement, the Outdoor Life market is a "natural". Sell it strong now for increased sales in 1949.

Outdoor Life

NEW YORK 10, 353 Fourth Ave. • CHICAGO 1, 360 North Michigan Ave. • CLEVELAND 14, 328 Citizens' Bldg.
DETROIT 26, 420 Book Bldg. • LOS ANGELES 14, 1709 W. Eighth St. • SAN FRANCISCO 4, 1014 Russ Bldg. • SEATTLE 2, New World Life Bldg.



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INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)
line," Justin calmly concluded, "then
fill the whole goddam system with
sugar and watch where the ants
crawl in."

Hope you enjoy this as much as
we did.

K. J. HELSING

Quotable Quote

"A perfectionist is one who takes
infinite pains, and often gives them
to other people."—KENNETH L.
KRICHBAUM.

Better Times Ahead

More and more business executives
today are realizing that their pre-
sent worries are no more than a re-
turn to traditional seasonal patterns,
rather than a severe deterioration in
the economic trend.

If they consider that the mental
readjustment required of business-
men and consumers alike after a 10-
year upward trip on a one-way
economic street is indeed startling,
they'll realize that the United States
economy is holding up remarkably
well.

Huge backlogs are disappearing,
competition is growing, profits are
under pressure. But supply problems
are almost gone, too. Labor produc-
tivity is rising, and the strain of

overtime production and grey-market
buying is giving way to more time
for selling and promotion—which are
fun, actually.

New problems arise; but at the
same time, old handicaps and bothers
and worries and strains quietly pass
out of the picture.

From now on businesses of all
sorts are going to need a lot of sales-
manship—from top to bottom. It's
as simple as that.

Training salesmen, getting them
to believe in their future as sales-
men, sparking retailers to get fun
out of competition—these are the
new problems of business manage-
ment.

Recommended answers to these
problems: our three low-cost high-
value big books, "One Foot in the
Door," "The Marshal's Baton," and
"It's a Great Life"—all obtainable at
near-cost from AIR CONDITIONING &
REFRIGERATION NEWS.

Egg-Freezing Achieved In Louisiana

Freezing fresh eggs is an assign-
ment which has baffled our industry
for quite awhile. It's good to hear
that this feat has been achieved at
Louisiana State university by Dr.
Socrates A. Kaloyereas.

His problem was that of extracting
enough water out of whole eggs to
allow the yolks and whites to freeze
without rupturing or "messaging up"
the eggshells.

Employing vacuum and dehydrat-
ing processes, he did it.

Environment and Heredity

The recent elevation of T. Hollis-
ter Mabley to the vice presidency
and general managership of Detroit's

Mechanical Heat & Cold, Inc. calls
to mind the timeworn adage that
leaders sometimes are born, not
made. For Mabley represents the
third generation of business leaders
in his family. Both his father and
grandfather made notable contribu-
tions of ideas and methods to their
own eras in the city of Detroit.

In this, the day of super-sonic air-
planes, the speed of 26 miles per
hour might seem like standing still.
But back in 1904 that was traveling!
During the 1904 Gold Cup Races a
boat skimming across the water at
the rate of three miles every seven
minutes actually set a world's re-
cord! And the craft which accom-
plished that remarkable feat was
powered by a "straight eight" engine
which T. H. Mabley's father manu-
factured.

Even before that the Mabley name
ranked with the original thinkers
of our country. During the 1870's, for
example, Mabley's grandfather open-
ed Mabley & Co. in Detroit as a
general merchandise store. It flour-
ished and gave birth to one of the
most revolutionary ideas in retail
merchandising—the department store.
Among those who took their early
mercantile training at Mabley & Co.
were J. L. Hudson and E. J. Hickey,
both of whom went on to establish
the nation's first real department
stores within the next few decades.
The retail organizations founded by
these men are, today, the bellwethers
of the department store field.

T. Hollister Mabley, the present
representative of the family initia-
tive, is quite a fellow himself. He has
held key positions at Mechanical
Heat & Cold for the past 13 years,
and is a former president of the In-
door Climate Institute and the In-
dustrial Ventilation Society. Besides
serving as a member of the board for
the Michigan chapter of ASHVE,
Mabley has found time to contribute
numerous technical articles as well
as a book (which we publish) *Twen-
ty-Five Typical Air Conditioning
Systems*.

Ruthenburg and Osborn

Not long ago we recommended
Alex Osborn's new book, "Your
Creative Power," a treatise on how
to think. Louis Ruthenburg, Presi-
dent of Servel, has prepared an
analysis of "the Osborn method"
which we're proud and happy to
pass on to you. Here it is, clip it,
paste it, and use it:

1. GET READY

SET THE MOOD

(see Chapter 16)

CLEAR THE DECKS

(see Chapter 16)

FIX A QUOTA

(see Chapter 11)

ADOPT A DEADLINE

(see Chapter 11)

2. SET AIM

SPECIFY PROBLEM

(see Chapter 17)

CLARIFY OBJECTIVE

(see Chapter 17)

PICK TARGET

(see Chapter 17)

NARROW THE AIM

(see Chapter 17)

3. FIND FACTS

GATHER DATA

(see Chapter 18)

SEEK RELATIONSHIPS

(see Chapter 18)

KNOW WHEN TO STOP

(see Chapter 18)

BROOD OVER FACTS

(see Chapter 29)

4. ANALYZE

BREAK DOWN PROBLEM

(see Chapter 18)

CULL THE DATA

(see Chapter 18)

SPLIT THE PROJECT

(see Chapter 18)

FORM FRAMEWORK

(see Chapter 18)

5. THEN, PILE UP ALTERNATIVES BY ASKING QUESTIONS LIKE THESE:

WHAT OTHER USES?

(see Chapter 20)

New ways to use as is?

Other ways if modified?

What could be made from this?

How about salvaging?

What better use for talent?

BORROW OR ADAPT?

(see Chapter 21)

What else is like this?

What ideas does it suggest?

Does past offer parallel?

Could I copy outright?

What other process?

Whom could I emulate?

GIVE NEW TWIST?

(see Chapter 22)

How about modifying?

Give it new look?

What could color do?

Other aids to eye-appeal?

What other form?

What other shape?

How about motion?

How about sound?

How about odor?

MORE SO?

(see Chapter 23)

What to add?

How about more time?

Greater frequency?

Should it be stronger?

How about higher?

Should it be longer?

What if wider or fatter?

How about a jumbo?

What extra value?

What plus ingredient?

How about duplicating?

Why not double?

How about multiplying?

LESS SO?

(see Chapter 24)

Why not smaller?

How about miniatures?

Why not condense?

What if lower?

Why not shorter?

How about lighter?

Could time be cut?

What could be omitted?

Why not streamline?

Split it up?

Partially divide?

SUBSTITUTE?

(see Chapter 25)

What else instead?

Interchange parts?

What other ingredient?

How about other materials?

What other processes?

What other power?

What other person?

What other place?

What other approach?

RE-ARRANGE?

(see Chapter 26)

Why not change pattern?

What other layout?

How about altering sequence?

How about cause and effect?

Can they be transposed?

What better way to pay?

How about change of pace?

Why not rearrange schedule?

REVERSE?

(see Chapter 27)

How about a switcheroo?

Transpose positive and negative?

What are the opposites?

What are the negatives?

How about up-ending?

Should we turn it around?

Why not up instead of down?

Or why not down instead of up?

Reverse the role?

Transpose the use?

Put self in other's shoes?

Do the unexpected?

Turn the tables?

COMBINE?

(see Chapter 28)

What ideas can be combined?

Hook appeals together?

How about an alloy?

How about a blend?

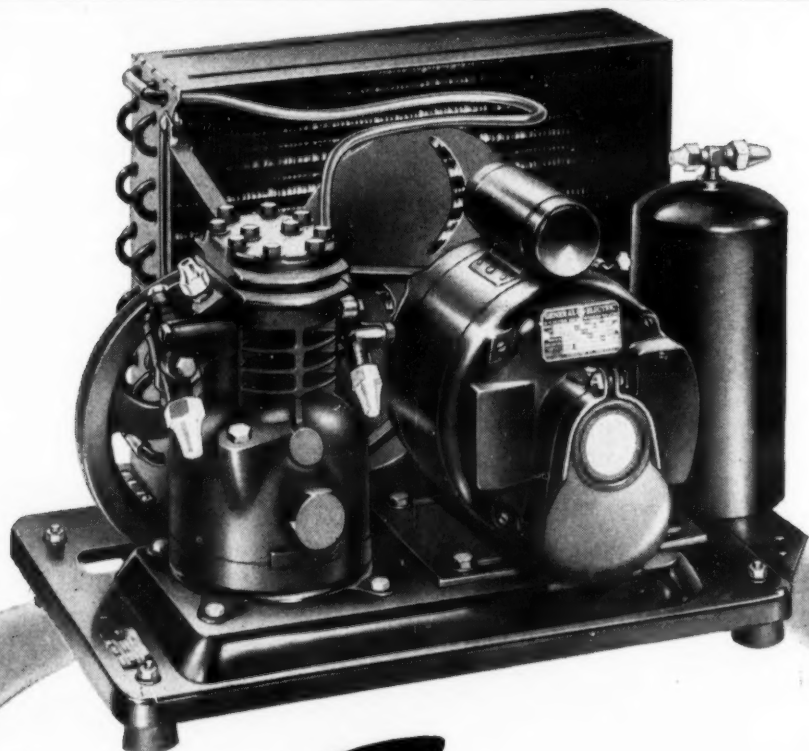
Combine units?

Combine purposes?

What about an ensemble?

How about an assortment?

Or an assortment of assortments?



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superiority of Chieftain conventional-type
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food and ice cream cabinets, etc.

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2511 LAKE STREET

MELROSE PARK, ILL.

Home Freezer Specifications

Kelvinator & Leonard (Nash-Kelvinator)

Nash-Kelvinator Corp., 14250 Plymouth Rd., Detroit, Mich.

Chest or upright type	Chest	Chest	Chest	Chest
Kelvinator Model No.	FR-6	FR-9	FR-12	FR-20
Leonard Model No.	LFL-6	LFR-9	LFR-12	LFR-20
Separate freezing section?	Yes	Yes	Yes	Yes
DIMENSIONS (In Inches)				
Interior: Height	28 3/4	26 3/4	26 3/4	24 3/4
Width	30 3/4	34 3/4	45 3/4	78 3/4
Depth	14	19 1/2	19 1/2	20
Exterior: Height	36 3/4	34 3/4	34 3/4	34 3/4
Width	39	42 3/4	54	88 3/4
Depth	23 3/4	29 3/4	29 3/4	29 3/4
CAPACITY (In. Cu. Ft.)				
Freezer compartment	1.7	1.9	1.9	2.6
Storage compartment	4.3	6.9	10.3	17.4
INTERIOR EQUIPMENT				
Partitions (No.)	1	1	1	2
Baskets (No.)	2	2	3	2
Thermometer	Yes	Yes	Yes	Yes

INSULATION

Kind	Fibreglas			
Thickness: (In Inches)				
Top	2 3/4	1 1/2	1 1/2	2
Sides	4	4	4	4
Bottom	4	4	4	4

LIDS

Number	1	1	1	2
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Shipping	242	350	400	615
----------	-----	-----	-----	-----

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around	Forced or natural convection..Models LFL-6, FR-6, natural; all other models, forced
Refrigerated surface area (sq. ft.)	Models LFL-6, FR-6, 16; LFR-9, FR-9, 17; LFR-12, FR-12, 19.9; LFR-20, FR-20, 30	Type of warning device....Optional—battery-operated buzzer and visual indicator
Compressor:		CONSTRUCTION AND FINISH OF
Make	Polarsphere	
Sealed or open	Sealed	
Location in freezer	Left bottom	
Refrigerant	"F-12"	Cabinet.....White baked on enamel
Make of control	Ranco	Interior liner.....Aluminum
Accessible for user adjustment?	Yes	Material in evaporator.....Aluminum
Location	Machine compartment	PROTECTION PLAN
Condenser: Type	Models LFL-6, FR-6, wrap around; all other models, finned	
		Warranty.....One year on complete cabinet and mechanism. Additional 4-year replacement contract on sealed unit

Freezer Helps 'Tribune' Editor To Test Recipes In 'Average' Kitchen

CHICAGO—The *Chicago Tribune* cooking staff in May began operating in its first specially-built test kitchen, installed in the new eight-story annex to Tribune tower now under construction.

Previously, all recipes were tested by Mary Meade, Tribune cooking editor, in "an average housewife's kitchen," usually her own; to enable her to continue this policy, only equipment which is standard and available on the present market has been used in the newspaper's new kitchen.

Hotpoint automatic stove, dishwasher, and automatic garbage disposal unit are included in the kitchen; a Frigidaire refrigerator and a Crosley Frostmaster home freezer preserve perishable foods. Laundry facilities are made up of a Westinghouse Laundromat, a drier of the same make, and a General Electric rotary ironer.

Freezer Ranked Among Products That Need 'Pioneering' Sales Effort

CHICAGO—"More unified industry sales effort is needed at the dealer level on all appliance and radio products not yet in full consumer acceptance," Clif Simpson, managing director of the National Appliance & Radio Dealers Association, said here following a recent trip through eastern and midwestern trading areas.

To maintain any kind of sales volume during 1949, the dealer has to have plus business from new products, Simpson declared, adding that television is a natural example where reception is existent. But television won't reach all markets this year, and already these sales are leveling off in some markets, he noted.

Citing the home freezer as an example of an appliance for plus business, he observed that most dealers are not sold on the freezer.

"That is evidence of poor selling by the manufacturer," he asserted. "Too often the manufacturer puts out a new product and just assumes the dealer will go for it. What 'freezer effort' the manufacturer has made has been on selling the idea his is the best one.

"We believe big money spent on freezer promotion by any one manufacturer is largely wasted effort and expense. What is needed is more industry unified selling effort at the dealer level. This would be tangible dealer help to warrant his time and expense in advancing the sale of freezers and other such products.

"In short, we recommend more 'freezer institutes' and more 'ironer institutes,' etc. Surely this would be far superior to the age-old method of forcing dealers to take so many of slow movers. This only angers the dealer and widens the breach of good relationships between the manufacturer and him."

Simpson noted that because of the increase of costs of doing business for the retailer, the average dealer cannot afford the luxury of carrying forth the type of activity necessary to pioneer new products without more help from the industry. He cited as examples of such increased costs, the expense of qualified demonstrators, promotional and advertising efforts, and the higher commissions necessary to stimulate sales efforts.

HARDER-FREEZ HELPS YOU SELL



HARDER-Freez has a sure-fire sales program for YOU, Mr. Distributor—and YOU, Mr. Dealer! Every HARDER-Freez field man is a trained expert—veteran of hundreds of retail calls—experienced in conducting dealer and consumer meetings. The HARDER-Freez program represents a developed method—tried, tested and working—ask ANY HARDER-Freez distributor or dealer! Write Tyler today for further details.

TYLER FIXTURE CORPORATION, NILES, MICHIGAN

DEALER MEETINGS

CONSUMER MEETINGS

HOME ECONOMIST

COLORFUL LITERATURE

LOCAL ADVERTISING MATERIAL

DISPLAY MATERIAL

DEMONSTRATION TRAILERS

NATIONAL ADVERTISING

OUTSTANDING VALUE IN A LINE THAT SELLS

MECHANIZED SPEARHEAD for your sales effort and ours—a HARDER-Freez Field Demonstration Unit.

SHANK REFRIGERATION PRODUCTS

BEST QUALITY DUST-FREE SILICA

used in all
SHANK DEHYDRATORS

Always fresh, highest quality Silica Gel for better drying—will not powder. Leakproof. Copper tubing—brass fittings—felt filter, 1" & 2" O.D.
LESS COSTLY TO REPLACE THAN REFILL

Users find the low cost of Shank Dehydrators makes it more practical to replace than to refill.

Stocked by leading jobbers. Write us for details.

CYRUS SHANK CO.
631 W. JACKSON BLVD.
CHICAGO 6, ILLINOIS

demand DETROIT CERTIFIED VALVES and CONTROLS

THE ONLY NAME
THAT BRINGS YOU
ALL 3

For One Convenient Source
Deal with Authorized
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Division of AMERICAN RADIATOR &
Standard Sanitary Corporation
CANADIAN REPRESENTATIVE: RAILWAY
& ENGINEERING SPECIALTIES, LTD.—
MONTREAL, TORONTO, WINNIPEG

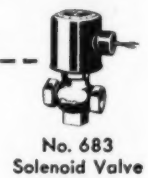


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Serving home and industry AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS
DETROIT LUBRICATOR • KEWANEE BOILER • ROSS HEATER • TONAWANDA IRON



No. 673
Thermostatic
Expansion Valve



No. 683
Solenoid Valve



No. 450 FB3
Pressure Control

More Advertising!

Operators Urged To Push Locker Plant as Supply Center for Freezer Owners

LINCOLN, Neb. — Advertising by newspaper, radio, billboard, and direct mail is the crying need of the frozen food locker plant today, Marion W. Sargent, Beatrice, a director of the Nebraska Frozen Food Locker Association, told 200 members attending the association's 10th annual convention at the Cornhusker hotel here.

He pointed out that the average plant can become a supply center for owners of home freezer units, supplying them with wrapping materials and wholesale meats and other foods.

"Advertising has been too slack in the locker business," Sargent declared. "Too many plants do no advertising at all, and merely allow their customers to advertise for them by word of mouth."

Locker operators were told that active promotion of packaged frozen foods to locker customers offered an important source of revenue. Lee Beldon, sales manager, and Miss Pat McMahon, home economist of the Fairmont Foods Co., explained how to sell frozen foods to locker customers, through attractive display, and educational sales talks and literature.

Thirty manufacturers and distributors had displays at the convention, featuring demonstrations of new equipment, various types of new meat wraps, and other innovations.

Home Freezer Specifications

Sanitary Quicfrez (Sanitary Refrigerator)

Sanitary Refrigerator Co., Fond du Lac, Wis.

Chest or upright type	Combination	Chest	Chest
Model No.	C-1148	1248	1250
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

	Ref.	Freezer	Storage	Quicfrez
Interior: Height	21	33	25 1/2	27
Width	19 1/2	18 1/2	49 1/2	35 1/2
Depth	19 1/2	17	17	18 1/2
Exterior: Height	40 3/4	34	34	36
Width	48 1/2	61 1/2	61 1/2	61
Depth	28	27 1/2	27 1/2	27 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	1.25	3.0	2.2
Storage compartment	4.5	5.0	10.3

INTERIOR EQUIPMENT

Partitions (No.)	0	0	3	0
Shelves (No.)	3	1	0	0
Baskets (No.)	0	0	0	2

INSULATION

Kind	Styrofoam	Fiberglas	Fiberglas
Thickness (In Inches)			
Top	3	3	3
Sides	3	4	5
Bottom	3	5	5
Door	4	4	4

LIDS AND DOORS

Number	2	2	1
Lid support	No	Counterbalance
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	445	475	355
Shipping	515	625	425

PRICE	\$375	\$375	\$352.41
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REFRIGERATION EQUIPMENT

Cooling medium...C-1148, wrap around and freeze plate; model 1248, 5 plates; model 1250, wrap around Refrigerated surface area (sq. ft.)...Model C-1148, 14; model 1248, 20; model 1250, 28

Compressor:

Make....Models C-1148, 1248, various; model 1250, Tecumseh
Sealed or open.....Sealed
Location in freezer...Models C-1148, 1250, enclosed; model 1248, on end
Refrigerant....Models C-1148, 1248, "F-12"; model 1250, "F-22"
Make of control.....Ranco and Cutler-Hammer
Accessible for user adjustment?Yes

Location....Models C-1148, 1248, side of cabinet; 1250, top
Condenser: TypeFinned
Forced or natural convection...Forced

CONSTRUCTION AND FINISH OF

Cabinet.....High-bake white enamel on Bonderized steel
Interior liner.....High-bake white enamel on Bonderized steel
Material in evaporator.....Copper

PROTECTION PLAN

5-year plan available at \$5 net additional.
Warranty1 year

SPECIAL FEATURES

Heavy-duty commercial type unit which has surplus power for quicker freezing of warm foods without warming up foods previously frozen.

Firm Gives Away Home Freezer To Spur Opening Day Traffic

JACKSONVILLE, Fla. — Opening of the Southside home of Heat and Cold Equipment Co., Inc., oldest representative of General Electric Co. in the distribution of appliances in this area, took place recently.

The firm was founded in 1935 by Frank G. Smith at 613 Laura St. Manager of the Southside business is J. V. Stoppelbein, who has been associated with the company since 1936.

A new home freezer was awarded as an opening-day gift.

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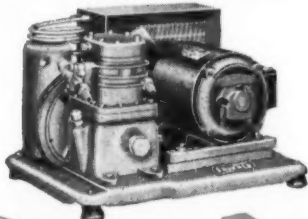
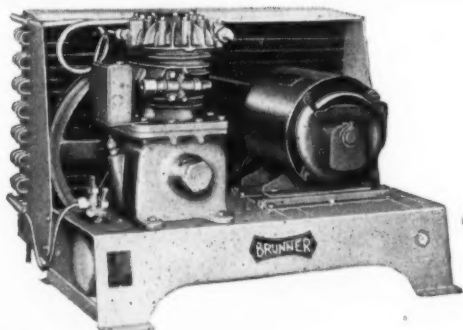
STANDARDIZE on Brunner Condensing Units. Strengthen your sales and service advantages by having available customer accepted units in sizes and types fitted to every refrigeration job.

Equipment manufacturers, air conditioning engineers and contractors, general refrigeration engineers and service companies can profit more when backed by a source of supply with ample, self-controlled production facilities.

Brunner Condensing Units are continuously advertised to the "user" trades and industries. They are known by their service records...preferred for their operating efficiency, economy and long life.

BRUNNER MANUFACTURING CO.
Utica 1, New York, U. S. A.

22 Brunner branch office representatives who really know refrigeration are available whenever you say the word. We sincerely believe a meeting with one of these men would prove useful and well worth your time.



REFRIGERATION
CONDENSING UNITS
...a size and type
for every purpose

BRUNNER
SINCE 1906

AIR AND WATER COOLED MODELS
1/4 HP. TO 30 HP.

Air Cooled CONDENSERS

KRAMER

used by many prominent
compressor manufacturers

Write for Catalog R-125

KRAMER TRENTON CO. Trenton 5, N. J.

Strata Aire

Strata Aire, Inc., Rittman, Ohio

Chest or upright type.....Upright
 Model No. 165
 Separate freezing section?.... Yes

DIMENSIONS (In Inches)

Interior: Height 41
 Width 29
 Depth 26
 Exterior: Height 66
 Width 40
 Depth 40

CAPACITY (In Cu. Ft.)

Freezer compartment 5
 Storage compartment 10

INTERIOR EQUIPMENT

Shelves (No.).....2 wire, 1 plate

INSULATION

KindZero Cell
 Thickness: (In Inches)
 Top 5½
 Sides 5½
 Bottom 5½
 Door 5

DOORS

Number.....1 outside, 3 inside
 Provision for locking?.....Yes

REFRIGERATION EQUIPMENT

Cooling mediumPlate
 Refrigerated surface area
 (sq. ft.) 12

Compressor:

MakeServel
 Sealed or openSealed
 Location on freezer.....Cabinet bottom
 Refrigerant“Freon-12”
 Make of controlRanco
 Accessible for user
 adjustmentYes

LocationBottom

Condenser: TypeFinned

Forced or natural convection.....Forced

WEIGHT (Lbs.)

Net 400

Shipping 460

PRICE \$498.00

CONSTRUCTION & FINISH OF

Cabinet.....White baked enamel

(synthetic)

Interior liner.....White baked enamel

(synthetic)

Material in evaporator.....Steel

PROTECTION PLAN

Warranty1 year

Supermarket Chain Offers To Cut Meats for Storage In Patron's Home Freezer

BUFFALO — Loblaw Groceries, operating a large chain of supermarkets in the Buffalo area, announced a complete home freezer service for customers in each of its seven self-service meat markets.

A large newspaper advertisement was employed to launch the promotion. It read:

“Here's the home freezer service you have been waiting for. You will be delighted to know that Loblaw's have inaugurated a complete home freezer meat service in each one of our seven self-service meat markets.

“Think how easy it is going to be for you to buy meats this way. Why not make up your list right now and have on hand in your home freezer a selection of fine steaks, chops, roasts, etc., to serve those unexpected guests.

“Yes, Loblaw's will prepare, cut, and package your favorite cuts of meat—and just the way you want them for your home freezer. Do you want steaks cut 1¼ in. or 1½ in. thick? Loblaw's will prepare them for you. Do you want double lamb chops, pork chops specially cut for stuffing, or loins of beef, or other special pet cuts?

“If you do, we have them for you and again we repeat, just the way you want them. There are no extra charges for preparing your meat this way—you simply pay the regular prices prevailing on the day of purchase.

“Inquire about the service the next time you are in one of our self-service markets listed below. Tell our meat manager exactly what you want, for he is ready and willing to give you the exact custom service you require.”

Yokum, Clotworthy Incorporate

NEW ORLEANS — Yokum and Clotworthy, Inc. here, handling air conditioning and refrigeration, has filed articles of incorporation with the Louisiana secretary of state listing authorized capital stock at \$5,000.

Home Freezer Specifications**Bevco-Maid (Bevco Co.)**

The Bevco Co., Inc., 3110 North 11th St., St. Louis 7, Mo.

Chest or upright type Chest

Model No. 1 h 15 G 17.5

Separate freezing section? No No

DIMENSIONS (In Inches)

Interior: Height 24 24
 Width 71½ 71½
 Depth 20 21½
 Exterior: Height 38 34½
 Width 79½ 79½
 Depth 27½ 29½

CAPACITY (In Cu. Ft.)

Storage compartment 15 16

INTERIOR EQUIPMENT

Partitions (No.) 0 4

Shelves (No.) 0 1

INSULATION

Kind Fiberglas and Temlock

Thickness: (In Inches)

Top 2-4 2
 Sides 3 4
 Bottom 4 4

LIDS

Number 1 3

Lid support Yes No

Provision for locking? Yes No

WEIGHT (Lbs.)

Net 550 650

Shipping 600 700

PRICE \$450 \$650

REFRIGERATION EQUIPMENTCooling medium.....1 h 15, cold plate;
G 17.5, wrap around**Compressor:**Make1 h 15, Tecumseh;
G 17.5, Universal

Sealed or open.....Optional

Refrigerant“Freon-12”

Make of control.....Ranco

Accessible for user
adjustment?Yes

LocationOn unit

Motor hp. ¼

Condenser: TypePlate

Forced or natural convection.....Natural

CONSTRUCTION AND FINISH OFCabinet.....1 h 15, white on 20 gauge
steel; G 17.5, all stainless steel

Interior liner.....22 gauge galvanized

Material in evaporator.....1 h 15, 20
gauge steel; G 17.5, 22 gauge galv.**PROTECTION PLAN**

Warranty15 months

SPECIAL FEATURESMore partitions available on G 17.5
if desired, shelf is located over unit.**IT'S A
FACT**

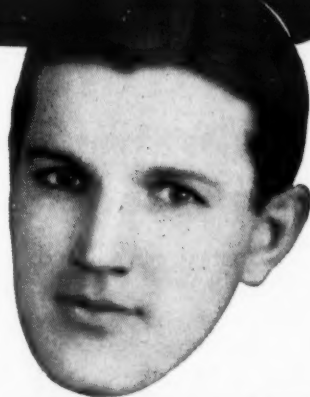
USE VALUE IS PROOF VALUE in the Deepfreeze HOME FREEZER SALES STORY!

TRADE-MARK REG. U. S. PAT. OFF.

16 DEEPFREEZE
Home Freezers
SOLD
IN 11 DAYS!

“Free Trial Offers are back at
Ashburn's in Alhambra, California
...and with real sales results,”

States ORVILLE F. MILLER



Return to hard-selling at Ashburn's is paying-off... with salesmen and promotion stressing USE VALUE. According to Mr. Miller, “Customers are keeping Deepfreeze home freezers installed on free trial offers. Not one Deepfreeze home freezer was ever returned to the store.” The savings and convenience story is self-evident proof to every prospect that a Deepfreeze home freezer is an essential part of every modern home.

**“And Once They Try 'em, They BUY 'EM!”**

“Yes, if you let your customers try Deepfreeze home freezers in their homes, you'll never have to take them back. It's simply a quality line of merchandise that stands on its own feet,” says Mr. Miller.

SALES QUOTA ASSURED WITH TIE-INS!

“Sales are assured by newspaper and direct mail advertising tying-in with the Deepfreeze national advertising program,” says Mr. Will J. Lavelle, Advertising Manager of Ashburn's.

The national campaign with its tremendous selling impact and sales aids supplied by Sherman-Swenson and Associates, Deepfreeze distributor, are thoroughly utilized by Ashburn's.

DON'T DELAY! See your Deepfreeze distributor or write direct today for the number 1 franchise!

DEEPFREEZE DIVISION • MOTOR PRODUCTS CORPORATION • North Chicago, Illinois

Deepfreeze — America's Fastest Selling Home Freezer and Refrigerator Line



Deluxe Model C-10
Holds more than 350
pounds of assorted
food. Price, delivered
and installed—\$449.50



Deluxe Model C-6
Holds more than 210
pounds of assorted
food. Price, delivered
and installed—\$269.95



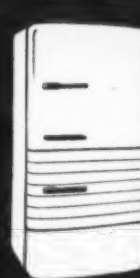
Model B-10
Holds more than 350
pounds of assorted
food. Price, delivered
and installed—\$389.50



Model B-6
Holds more than 210
pounds of assorted
food. Price, delivered
and installed—\$239.95



Deluxe Model C-18
Holds more than 612
pounds of assorted
food. Price, delivered
and installed—\$599.50



FROSTAIR
Duplex, 7 cubic
ft. refrigerator,
3½ cubic ft.
home freezer
combined in
one beautiful
cabinet.
\$588.00 in
Zone I.
\$10.00 higher
in Zone II.

Customer Helps Figure Her Own Savings



To demonstrate the actual savings that can be realized through the use of the home freezer, Coolerator has developed materials for use by the dealer which are adaptable to the use of figures on food costs which the prospect himself supplies. A "miniature version" of the completed food savings story is also given to the prospect to take home.

What Freezer Will Do for Homemaker, Ease of Use, and Savings Should Be Basic Appeals In Merchandiser's Sales Promotion

In the talk by W. C. Conley, Jr., made before the recent meeting of the Pacific Coast Electrical Association, the fundamentals of selling home freezers were clearly and concisely stated.

After some introductory remarks about why home freezers have achieved in a few years the popularity that it has taken decades for other appliances to attain, Conley explained that the "heart" of selling freezers is "demonstrating" the freezer's values, and he explains a program of "demonstration" selling for dealers.

In the final part of his talk Conley outlined some of the "special" ideas and promotions which dealers throughout the country have found effective (See boldface type on next page).

By W. C. Conley, Jr., Sales Manager, The Coolerator Co.

From the utility viewpoint, the freezer has become a most attractive load builder. With a connected load of only 250 to 300 watts, and an annual consumption of approximately 900 k.w. hours, the freezer has the finest load factor of any plug-in device on the market today.

In 1948 it rated as the second largest load building plug-in appliance. It was second only to the refrigerator, and because of its favorable load characteristics, many utilities featured the freezer in their load building programs.

The freezer is here to stay. It's an

accepted appliance. Today 4.2% of the total wired homes have electric freezers. The freezer in a short span of years has reached a public acceptance point that it took many other appliances more than twenty years to attain.

Now, how do you account for this enthusiastic acceptance—what attracted people to the freezer? What caused them to buy?

FIRST—The thousands of families who bought freezers to hoard food during the war and in times of shortages and rising food costs found that the freezer brought them a new and better way of living. They found that with an electric freezer, they could save money on the food budget. They found it was convenient—it eliminated daily trips to the grocery store—and it provided better balanced meals. By having a freezer, the homemaker could serve appetizing meals regardless of the season of the year. ALL food was always in season with an electric freezer.

SECOND—These freezer owners became crusaders—they enthusiastically told all their friends about this new appliance—and influenced them to buy freezers. As a result, more than a million freezers have been bought. But until recently—very few of these freezers were sold—they were taken away from us.

How are all of us—who have so much at stake in this new industry—going to maintain the momentum that has been built up, to continue the rising freezer sales curve?

Well, first of all, it's important that all of us erase from our minds the thought that the freezer is limited to the farm market. It's a city appliance also, the same as the refrigerator or the range. Anyone who eats food is a prospect for a freezer.

To promote and sell freezers, we must follow the same practices used to promote and sell all other specialty appliances. Take the automatic washer, the vacuum cleaner, the electric range. How were they sold? BY the fundamental sales principle — "DEMONSTRATE TO SELL"—"CREATE The Desire!"

By group demonstrations conducted by trained personnel, the dealer can reach a large number of people in a short time. And by group demonstrations he can quickly qualify them. He can soon learn who the real prospects are.

We at Coolerator have felt so strongly about this type of promotion that we have spent a great deal of money and talent in perfecting a demonstration that every dealer can use with a minimum of expense, without a lot of hocus pocus . . . yet a demonstration that packs a selling wallop . . . one that creates prospects for freezer sales.

Our program has three basic appeals—

1. What the freezer will do for the homemaker.
2. Ease of use.
3. Savings story.

and our sales tools are designed to point up these appeals. Here's what we have done. . . . (many other companies have similar programs). We have made available to all our dealers and distributors a step by step guide on "How to Promote a Demonstration"—"How to Hold It"—and "How to Follow Up For Sales."

We make the demonstration fundamentally simple . . . we remove most of the scientific terms that frighten prospects away. We know that home freezing is not difficult, and as such, we keep our demonstrations simple . . . with plenty of time for selling.

For instance, what can be more impressive than to compare a drag, cooked-out looking can of hot packed peas with the fresh-looking bright green peas from a frozen pack? What can be more impressive than asking a volunteer from the audience, perhaps a man, to come to the platform to prepare and freeze a jar of fresh fruit in just two or three minutes.

What can be more impressive than proving that a home freezer will actually save 20%—even up to 30% a year on meats by quoting actual local figures?

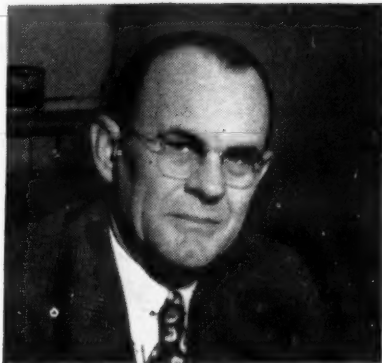
Our experience has shown that you need as many devices as possible to lend variety to the presentation to keep the audience interested, so we use pictures as much as possible.

(Concluded on next page)

Why not Profit from Experiences of others?



"You're always sure of easy installation, good results, with genuine precision-built Frigidaire Service Parts," says E. Mason, of Shirar-Young Corp., 1450 Van Ness Ave., San Francisco, Calif.



"It's a better job with Frigidaire Parts. Both our customers and servicemen prefer them," says J. H. Frantum, of Columbia Refrigeration Service, 3324 M Street, N. W., Washington, D. C.



"For best service, we use genuine precision-built Frigidaire Service Parts. They're high-quality, dependable service parts," says Ned Brown, of A. A. Doerr Mercantile Co., Larned, Kansas.

Frigidaire Service Parts mean Good Business For You!

FRIGIDAIRE "YL" SWITCHES

Famous For Accurate, Dependable Control



Ruggedly built for heavy duty and long life, Frigidaire "YL" Switches give operating results that help your reputation for dependable service work. These switches are fast-acting, fully automatic, and their greater load-handling capacity—result of a unique operating mechanism—has resulted in high ratings with Underwriters' Laboratories.

Frigidaire "YL" Switches are easy to install—readily adaptable to almost any job. They can be mounted in any position and used to control either single phase, polyphase, or D. C. motors. Each model is applicable to a wide range of temperatures and can be used with Freon 12, SO₂, or methyl chloride refrigerants.

FREE! Frigidaire Parts Catalog. For full information about all Frigidaire service parts, write for your free Frigidaire "Parts" Catalog today.



FRIGIDAIRE DIVISION
General Motors Corporation
1366 Amelia Street, Dayton 1, Ohio
Please rush my free copy of your new parts catalog—
"Genuine Precision-Built Frigidaire Parts and Accessories."

Name _____

Firm Name _____

Address _____

City _____ County _____ State _____

FRIGIDAIRE

Parts and Accessories



Film Stresses 'What Comes Out of Freezer'

(Concluded from preceding page)

We put the *Use* story on film to create appetite appeal and show the homemakers in the audience what the freezer will do for them and how they can use it. In preparing this film, we have changed the normal routine for demonstrating freezers. In the past, too much emphasis has been placed on what goes into the freezer—the wrapping problem—the processing—the things to do—and not to do—actually negative selling.

Mrs. Homemaker doesn't want to make on another job. We must show her what the freezer will do for her. Before we can interest her in an additional job, we must sell her the results. In this film we stress "what comes out of the freezer"—and to show food at its natural best, we used beautiful color with automatic projection.

We use a method of projection that eliminates completely all sound cues so the audience can concentrate on the film. To lend authority to our story which we titled "Holiday for Homemakers," we tied it in with one of the leading national magazines (*Better Homes and Gardens*) so that it did not have the appearance of too much commercialism.

In the latter part of this picture, we make a detailed comparison between freezing and canning to show how much easier it is to freeze than can, and we also prove the economies of freezer operation—to show that freezer owners save from 20 to 30% on their annual food budgets. This picture is an important part of the group demonstration, but it can also be used by the dealer for showings in the home to qualified prospects.

To help keep the demonstrator or meeting leader on the track, we supply a portable giant easel. It repeats in different language the points covered by the film.

In closing, the dealer follows the pattern of successful cooking schools, serving foods taken from the freezer to members of the audience.

As a finale, the dealer awards the door prize to a lucky winner. Many of our dealers have given a prize of \$50 to \$75 worth of frozen foods—several hundred packages—so large an assortment that the winner had to buy a freezer to store it.

To help on the follow-up, additional tools are necessary, and one of the most effective closers is a dramatization of the fact that a freezer will pay for itself through savings. We've seen some very interesting selling pieces that have been developed by other companies to do this job, but dealers tell us that a device we've developed has the advantage of audience participation—"getting the prospect into the act."

It's simply our old friend from school days—the magic slate. It has a writing surface that can be used over and over again and is conveniently mounted on a handy easel.

Just imagine that you are the dealer and your prospect—Mrs. Jones—has said,

"Well I want the freezer but I'm afraid that I can't afford it." And you say,

"Mrs. Jones, this freezer will pay for itself," and she says, "How?"

So you sit her down in front of the magic slate easel and you say,

"Let me show you that a freezer doesn't cost—it pays—let's figure it out together."

And usually, when you finish, Mrs. Jones says, "Well, it's certainly interesting but I'll have to talk to my husband about it," and at this point if you were the dealer, you would reach into your pocket and pull out a miniature version of this magic slate, and you'd say,

"Mrs. Jones, you're absolutely right, and I'm going to give you a copy of these figures that we've worked out together so you can take them home and show your husband how much you can save, and how a family size freezer will pay for itself. And tomorrow night I'm going to come around and show your husband our new color slide film."

Of course, the home follow-up is most important and our dealers tell us that the combination of pictorial and printed material supplied them really helps them to close sales.

Every successful freezer dealer is taking the manufacturer's tools and adding his own personalized variation. I've made a list of the things that are being done by the successful merchandiser in this field, and you may be interested in them.

Glamorizing the Home Freezer



The use of motion picture films in freezer selling can be of great help in showing the results (the beautiful foods that come out of the freezer) and also the ease with which foods are prepared for the freezer. Here a group watches the setup for the Coolerator film "Holiday for Homemakers." The film shows prospects where it is possible to save 20 to 30% on food budgets. The picture is not only adapted for groups, but also to take into the home of qualified prospects.

Here Are Some Successful Promotion Ideas

1. Getting a sample into the salesman's home. No one can tell the freezer story effectively and sincerely if he does not speak from experience.

2. Adequate display. Dealers who do not completely stock a display freezer with live food—steaks, roasts, hamburgers, vegetables, fruits, bakery goods, ice cream, cupcakes—are missing a bet. The most impressive demonstration of a freezer is to take something out of it, give it to a customer, and let her see for herself how good it is.

3. Effective promotion through newspaper advertising, radio advertising, and direct mail, to supplement the manufacturer's national advertising and to identify the dealer with the national program.

4. Special offers to stimulate action. So many of these have been developed that they're almost countless—such as—

Offering 50 packages of frozen food free with each freezer.

Giving 25 T-bone steaks from the

town's leading hotel—free with each freezer.

Offering three dozen plastic freezing containers free with each freezer.

Giving 25 lbs. of frozen fish steaks to each dealer who buys a freezer.

You may not be in favor of premium offers but they do have the advantage of getting better readership for dealer advertising and starting a train of thought that may lead to a freezer sale.

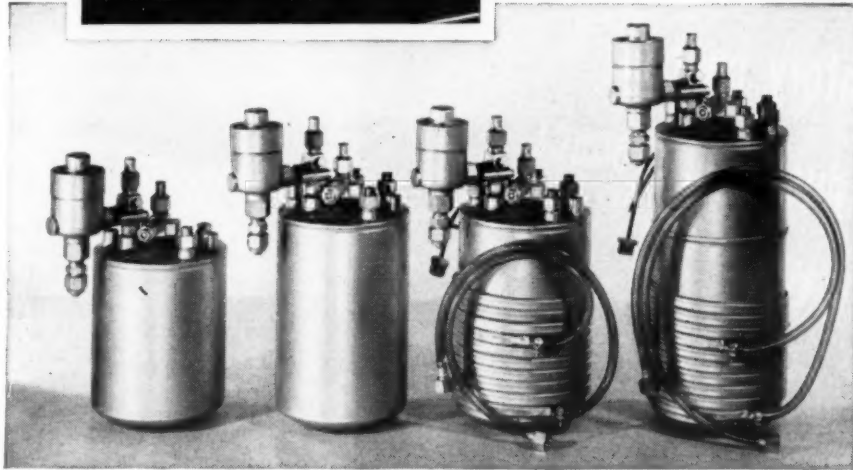
5. Another proven sales device that may be expected to attract attention in the months to come is the "rental" offer. The "rent a freezer—try it in your own home" plan—then apply the first four or six months rent towards the purchase price.

6. And some distributors have revived meter selling—letting the purchaser pay 25 or 50 cents a day to keep the freezer in operation—and believe me, when a woman has her freezer full of frozen food, she doesn't skip any payments.

765 GLASSES
of 40° Beer per hour
without use of
Precooler



REFRIGERATION SERVICE ENGINEERS like the compact size and simplified construction of Temprite draught beer coolers. A Temprite unit can be sold with complete confidence and installed with the least amount of effort.



4 HEAVY-DUTY Temprite draught beer coolers shown above are designed for installation where precooler is not provided or where beer kegs are stored in a warm room or basement. They'll handle up to 3 brands of beer plus plain and carbonated water...from the same cooler at the same time. 4 medium capacity models (not illustrated) are available for lighter requirements or where a precooler is provided.

NEW HEAVY DUTY TEMPRITE BEER COOLERS draw perfectly cooled beer...instantaneously...from 70° inlet temperature

The new heavy duty Temprite draught beer coolers are designed to do the entire cooling job strictly on their own. No precooler is necessary. Temprite's famous patented instantaneous cooling principle makes this possible. Beer coils are submerged in the liquid refrigerant itself and the heat of the beer is transferred directly into the main body of the refrigerant.

Any of the four heavy duty models will draw up to 765 glasses (48 gallons) of 40 degree beer hourly, from a 70 degree inlet temperature. Instantaneous cooling gives each unit a very high overload capacity which means that no matter how frequently the tap is opened during rush periods, the beer is right for drinking pleasure.

Smooth, stainless steel coils and Koroseal connector tubes help to deliver beer at its best. Every glass is cooled to perfection. Every glass has brilliancy, body, flavor, and a rich, creamy collar of the right depth.

Experienced refrigeration engineers are sticking with Temprite because Temprite dependability has been proven over the years...in every kind of service.

If by chance you're unfamiliar with the Temprite story won't you drop us a line today?

Since 1929

Temprite
Products Corp. 43 Piquette, Detroit 2

Manufacturers of commercial and cabinet type water coolers, industrial water coolers, carbonators, draught beer coolers, soda fountain coolers, temperature control valves, oil separators, equalizer tanks, heat exchangers, etc.

TEMPRITE PRODUCTS CORPORATION
43 Piquette • Detroit 2, Michigan

RUSH me more details on Temprite heavy-duty beer coolers. I sure want to earn more money during the big selling season now under way!

NAME _____
COMPANY _____
STREET _____
CITY & STATE _____

Col-Temp (Simplex Mfg. Co.)

Simplex Mfg. Co., 1135 Third St., Oakland 7, Calif.

	Chest	Chest	Upright
Chest or upright type	10	18	13F
Model No.	No	No	No
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Exterior: Height	35	35	69
Width	59	83½	40
Depth	31½	33½	28

CAPACITY (In Cu. Ft.)

Storage compartment	10	18	13
---------------------	----	----	----

INTERIOR EQUIPMENT

Shelves (No.)	0	0	Adjustable
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LIDS AND DOORS

Number	4	6	1
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WEIGHT (Lbs.)

Shipping	600	800	750
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INSULATION

Kind.....Fiberglas (model 13F) 5 in.	Compressor:	Sealed or open.....13F sealed
	Motor hp. rating.....10, ¼; 18, ½	

REFRIGERATION EQUIPMENT

Cooling medium.....Wrapped (model 13F)	CONSTRUCTION & FINISH OF	Cabinet.....Baker Dulux on steel
	Interior liner	Aluminum

RUST PROOFING CHEMICALS
CORROSION PROOFING CHEMICALS
PHOSPHATE COATING CHEMICALS
METAL CLEANERS & RUST REMOVERS
PICKLING ACID INHIBITORS

Pioneering Research and Development Since 1914

AMERICAN CHEMICAL PAINT COMPANY**AMBLER, PA.**

Manufacturers of Metallurgical, Agricultural and Pharmaceutical Chemicals

Ruth Littlejohn Joins Home Economics Staff Of Whiting Corp.

CHICAGO — Ruth Littlejohn has been named a member of the home economics staff of Whiting Corp., reports Howard R. Roberts, general sales manager of the Whiting refrigeration division.

In addition to several years of teaching in the home economics field, Miss Littlejohn served the U. S. Navy during the war years, as civilian instructor in food purchasing and preparation, at San Pedro. Also she has held the post of home management supervisor in the Farm Security Administration, Department of Agriculture.

In the Whiting organization, she will direct home economics demonstrations in the central division, with headquarters in the Whiting offices at Chicago.

Lindsay & Morgan Shifts To Retail Business Only

SAVANNAH, Ga.—In a surprise move, the Lindsay & Morgan Co. here, has dropped appliance wholesaling and distributing in favor of a retail operation, it has been announced by Jack Sullivan, manager of the appliance department.

Prior to the change in May, Lindsay & Morgan distributed major appliances to around 40 retail dealers in the Savannah, Augusta, and Columbia area.

Home Freezer Specifications

General Electric

General Electric Co., 1285 Boston Ave., Bridgeport, Conn.

Chest or upright type	Chest	Chest
Model No.	NA-4F	NA-8F
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	19½	20
Width	24	39½
Depth	14½	17½
Exterior: Height	36	36
Width	33	48½
Depth	*27½	*30½

*Includes hardware

CAPACITY (In Cu. Ft.) NEMA Rating

Storage compartment	4.0	8.0
---------------------	-----	-----

INTERIOR EQUIPMENT

Shelves (No.) (not refrigerated)	0	1
Baskets (No.)	2	3
Light (automatic, in lid)	Yes	Yes
Thermometer	Yes	Yes

INSULATION

Kind	Fiberglas	Fiberglas
Thickness (In Inches)		
Top (lid)	3	3½
Sides	4½	4½
Bottom	4	4½

LIDS

Number	1	1
Lid support	Hinges counterbalanced	
Provision for locking?	Hasp available as accessory	

WEIGHT (Lbs.)

Net	170-190	230-250
Shipping	200-220	280-300

PRICE (Nat'l rec. installed)	\$219.00	\$319.00
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REFRIGERATION EQUIPMENT

Cooling medium	Wrap around	Forced or natural convection..Forced
Refrigerated surface area (sq. ft.)	NA-4F, 10.5; NA-8F, 15.8	Type of warning device.....Light

Compressor:

Make	G-E	
Sealed or open	Sealed	
Location on freezer	Bottom	
Refrigerant	"F-12"	
Make of control	G-E	

Accessible for user adjustment?	Yes	
Location	Right top back	

Motor hp. rating	NA-4F, ¼; NA-8F, ½	
Type of warning device	Light (no batteries)	

Condenser: Type	Finned	
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CONSTRUCTION & FINISH OF

Cabinet	Baked enamel on Bonderized steel	
Interior liner	Anodized aluminum	
Material in evaporator	Aluminum	

PROTECTION PLAN

One year warranty on complete freezer, four additional years on sealed-in refrigerating system.

SPECIAL FEATURES

Completely sealed cabinet with line welds, sealing material, blind nuts. Evaporator tubing brazed to outside liner walls of storage space.

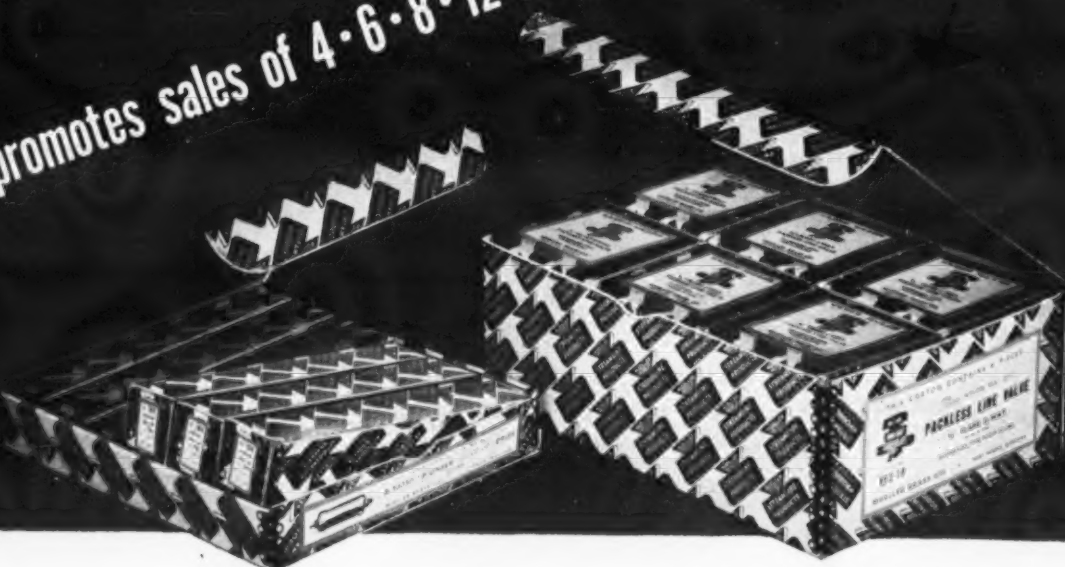
MULTIPLE CARTONS mean MULTIPLE PROFITS

at no extra cost to you!

BECAUSE

assures original quantities
saves time and handling

provides neater stocks and improved inventory control
carton within a container assures a clean, dust-free product
promotes sales of 4-6-8-12 items at one time



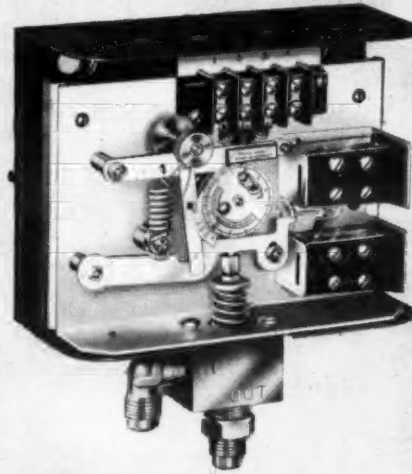
order from your wholesaler **MUELLER BRASS CO.**

PORT HURON, MICH.

THERE'S A BIG MARKET FOR

Fast...Automatic Defrosting

NOW PROVIDED BY THE NEW **PENN SERIES 321**
HOT GAS DEFROSTER



SAVES TIME

SAVES FOOD

SAVES TROUBLE

PROTECTS PROFITS

Everywhere you find frost on evaporator coils you'll find a prospect for automatic defrosting. On low temperature boxes and on installations held at intermediate temperatures near freezing and below, as well as on thermostatically controlled refrigeration above freezing, the Penn Series 321 Automatic Hot Gas Defroster is a "natural."

It's positive operation is not affected by low voltages. The heavily spring-loaded valve seats securely and avoids hum or chatter. Because this is a single-unit control, it's easy to install. It has the rugged Penn construction with 2-pole switches and when you install it you know it will work dependably, save "fix-it" calls and protect your profits.

See your jobber or write for full information. **Penn Electric Switch Co.**, Goshen, Indiana. Export Division: 13 East 40th Street, New York 16, New York, U. S. A. In Canada: Penn Controls Ltd., Toronto, Ontario.

PENN
AUTOMATIC CONTROLS
FOR HEATING, REFRIGERATION, AIR CONDITIONING, PUMPS, AIR COMPRESSORS, ENGINES, GAS RANGES

Frostmaster (Crosley)

Crosley Div., Avco Mfg. Co.
1329 Arlington St., Cincinnati
Chest or upright type.....Chest
Model No.HF-349
Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height	17 1/2
Width	19 1/2
Depth	13 1/2
Exterior: Height	36
Width	29 1/2
Depth	28 1/2

CAPACITY (In Cu. Ft.)

Storage compartment	3.2
---------------------	-----

INTERIOR EQUIPMENT

Baskets (No.)	1
Light	No
Thermometer	No

INSULATION

Kind	Fiberglass
Thickness: (In Inches)	
Top	2 1/2
Sides	4
Bottom	4

LIDS

Number	1
Lid support	Yes
Provision for locking?	Yes

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Refrigerated surface area (sq. ft.)	8
Compressor:	
Make	Crosley, 1/2 hp.
Sealed or open	Sealed
Location on freezer	Beneath food compartment
Refrigerant	"Freon-12"
Make of control	Ranco
Accessible for user adjustment?	Yes
Location	Back
Condenser: Type	Finned
Forced or natural convection	Natural
Type of warning device	None

WEIGHT (Lbs.)

Net	145
Shipping (approx.)	180

CONSTRUCTION & FINISH OF

Cabinet	Steel, Dulux enamel
Interior liner	Steel, Dulux enamel
Material used in evaporator	Copper

PROTECTION PLAN

Warranty	4 years
Guarantee	1 year

SPECIAL FEATURES

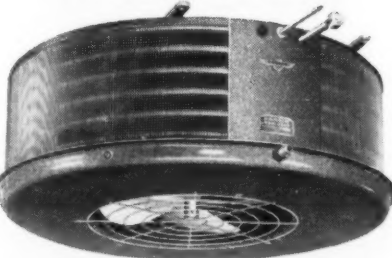
Work table top.	
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Freezer Rental May Apply On Purchase Price

ALBANY, N. Y.—Economy Appliance Co., 394 Broadway, sought increased home freezer business recently with a rental plan under which customers could rent a home freezer for \$10 a month.

There was no obligation to buy the freezer, but customers who decided to buy the unit after they had used it for awhile could apply the paid rental toward the purchase price.

LOOK to LARKIN for Performance

**LARKIN TURRET HUMI-TEMP**

The acid test of any product is performance. That's why you will find Larkin products used so widely for so many different refrigeration and air-conditioning applications. Users know from past experience that they can count on Larkin for top performance—day in, day out—year in, year out.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS

519 MEMORIAL DR., S.E. • ATLANTA, GA.

Home Freezer Specifications

Marquette (Marquette Appliances)

Marquette Appliances, Inc., 307 E. Hennepin Ave., Minneapolis 14, Minn.

Chest or upright type	Chest	Chest	Chest
Model No.	16B	8B	4B
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	18 1/2	17 1/2	
Width	34	42	
Depth	18 1/2	18 1/2	
Exterior: Height	39 1/2	36	36
Width	93 1/2	51 1/2	36
Depth	28	28	25 1/2

CAPACITY (In Cu. Ft.)

Storage compartment	16	8	4
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INTERIOR EQUIPMENT

Partitions (No.)	1	0	0
Baskets	Available on request		
Light	Yes	Yes	Yes

INSULATION

Kind	Rock wool		
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Thickness: (In Inches)

Top	3	3	3
Sides	4	4	4
Bottom	2	2	2

LIDS

Number	2	1	1
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes
			balanced

WEIGHT (Lbs.)

Net	518	320	241
Shipping	670	440	300
PRICE	\$465	\$305	\$199.50

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location on freezer	Bottom
Refrigerant	"Freon"
Make of control	Ranco
Accessible for user adjustment?	Yes
Location	Rear top
Forced or natural convection	16B, forced; 8B and 4B, natural
Motor hp. rating	16B, 1/2 hp.; 8B, 1/4 hp.; 4B, 1/8 hp.

Condenser: type Finned

CONSTRUCTION & FINISH OF

Cabinet	Enameled steel
Interior liner	Galvanized steel
Material in evaporator	Copper

PROTECTION PLAN

Warranty	1 year from date of delivery
Guarantee	In addition to warranty, 4-year guarantee on hermetically sealed mechanism

SPECIAL FEATURES

All-steel construction, no wood used.	
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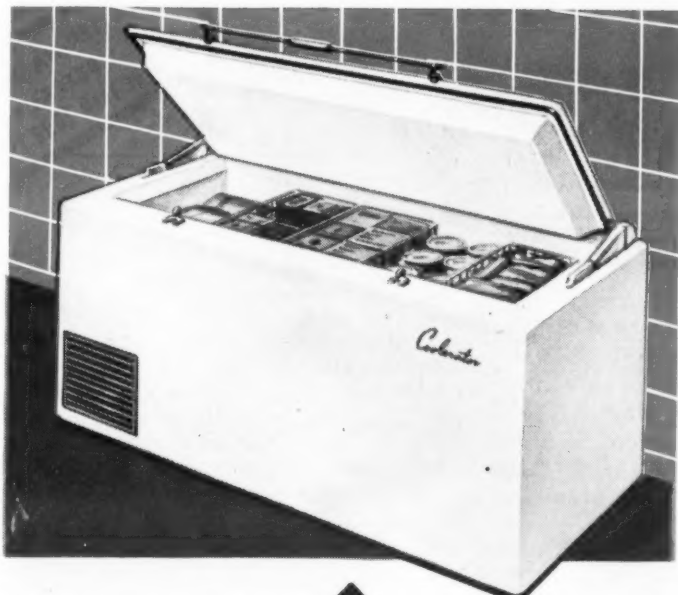
A NEW 10.3 CU. FT.
"FAMILY SIZE"
FREEZER, SENSATIONALLY FEATURED
AND PRICED AT
Only \$349.50

ANOTHER
SCOOP

By

Coolerator

The Leader in "Family-Size" Freezers

**"FAMILY-SIZE" FREEZER MODEL F-151**

Separate compartment quick freezes 60 lbs. of fresh food while safe low temperatures are simultaneously maintained for over 500 lbs. in the storage section. Sectionalized storage baskets keep food right at your finger-tips. Counter-balanced, no-drop hinges hold lid in any desired position—can't drop down to injure fingers. 1/2 H.P. hermetically sealed unit with fan-cooled condenser—never requires oiling. Thermostatic control automatically maintains steady, even cold.

THERMOPANE SLIDING TOP MODEL FG-161

Is the ideal installation in food stores. Provides waist high finger-tip selection of frozen foods. Holds over 500 standard size packages. Assures maximum display of complete assortments to assure highest ratio of impulse purchases. Super-freeze compartment provides extra low temperature for foods requiring such storage. Contents of both the F-151 and FG-161 are protected by Coolerator's \$200 Food Protection Plan.

Now a "big" Freezer in a most compact size—only 28" wide with hardware removed. And look at the features—\$150.00 Food Warranty for 5 years—4 baskets for fingertip convenience—counter-balanced hinges and no-drop lid—interior automatically lighted—simple, positive temperature control—built-in lock for security. Has Tecumseh hermetically sealed unit—uses Freon 22 for maximum economy and reserve power—satisfaction backed by 5-Year Warranty.

From every angle, Coolerator's new 10.3 cu. ft. "Family-Size" Freezer costs less—saves more—gives you more to sell in a value-conscious market. Feature, display and demonstrate it for your biggest year in freezer sales.

PLUS TWO OTHER MODELS FOR HOME AND COMMERCIAL MARKETS



These two larger Coolerators give you complete coverage of the most profitable segment of both the home and commercial market. The 15 cu. ft. Lift Type Lid Model F-151 has long been the leader in its size and price class and offers the perfect step up from the new 10 cu. ft. Coolerator. The Sliding Thermopane Model FG-161 is a most practical, frozen food cabinet and has had wide acceptance in both chains and independents.

Copyright 1949, The Coolerator Co.

**THE COOLERATOR
COMPANY**
Duluth, Minnesota

1 Stop Service

saves TIME
and MONEY
for
AIR CONDITIONING
and REFRIGERATION
CONTRACTORS

This famous Hajoca one-stop service, is something you must experience to know. With supplies and equipment for the installation and maintenance of refrigeration and air conditioning plants at strategically located Branches on the Atlantic Seaboard, Hajoca is in an unusual position to render prompt deliveries to keep your jobs rolling fast.

A complete line of famous name parts (White-Rogers Controls, Gilmer Belts, Larkin Coils and many others) plus pipes, valves and fittings are maintained to make your Hajoca Branch the ideal one-stop service center.

HAJOCA CORPORATION

Pennsylvania:
Philadelphia
(Erie Ave. Branch)
Lansdowne
Reading

Georgia:
Columbus

New Jersey:
Camden

Florida:
Jacksonville

Tennessee:
Chattanooga

Monitor

Monitor Equipment Corp., Riverdale-on-Hudson, New York 63, N. Y.

Chest or upright type	Chest	Chest	Chest
Model No.	HF-4	HF-8	HF-16
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	16 1/4	17 1/2	17 1/2
Width	24 1/2	42	84
Depth	17 1/2	18 1/2	18 1/2
Exterior: Height	36	36	39 1/4
Width	32 1/2	54 1/2	93 1/2
Depth	25 1/2	28	28

CAPACITY (In Cu. Ft.)

Freezer compartment	4	8	16
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WEIGHT (Lbs.)

Net	260	302	495
Shipping	300	457	799

PRICE	\$209.00	\$309.00	\$509.00
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INTERIOR EQUIPMENT

Two baskets and two dividers of heavy steel wire comprise one set of interior components. The quantity of sets selected by the consumer is optional since it depends on what utility the freezer will be used.

INSULATION

Kind	Rock Wool
Thickness: (In Inches)	
Top	4
Sides	4
Bottom	4

LIDS

Number	Models HF-4 and HF-8, one; HF-16, two
Lid support	Balanced rear support
Provision for locking?	Yes

REFRIGERATION EQUIPMENT

Compressor: Sealed or open... Sealed
Location on freezer... Bottom
Refrigerant... "Freon-12"
Condenser: Type... Finned
Forced or natural convection... Natural

CONSTRUCTION & FINISH OF

Cabinet... Hi-baked white enamel over rustproofed steel
Interior liner... Galvanized

PROTECTION PLAN

One year warranty, four-year protection plan on the sealed unit. Total five years.

SPECIAL FEATURES

New, full opening lid exposes complete storage area and permits easy loading and removal.

Home Freezer Specifications

International Harvester

International Harvester Co., 180 N. Michigan Ave., Chicago, Ill.

Chest or upright type	Chest	Chest
Model No.	11FC	15FC
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	26 1/4	26 1/4
Width	35 1/2	51 1/2
Depth	20	20
Exterior: Height	37 1/4	37 1/4
Width	58	73 1/2
Depth	29	29

CAPACITY (In Cu. Ft.)

Freezer compartment	11.1	15.8
---------------------	------	------

INTERIOR EQUIPMENT

Partitions (No.)	2	4
Baskets (No.)	2	3
Light	Yes	Yes
Thermometer	Yes	Yes

INSULATION

Kind	Spun Glass
Thickness: (In Inches)	
Top	3
Sides	4 1/2
Bottom	4

LIDS

Number	1	1
Lid support	Spring counterbalance	
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	411	505
Shipping	507	630

PRICE (F.o.b. factory)	\$370	\$450
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REFRIGERATION EQUIPMENT

Cooling medium... Wrap around
Refrigerated surface area (sq. ft.)... 11FC, 22.9; 15FC, 30.3
Compressor: Make... Tecumseh
Sealed or open... Sealed
Location on freezer... Right end
Refrigerant... "F-12"
Make of control... Penn or Ranco
Accessible for user adjustment? Yes
Location... Right end, behind grille
Condenser: Type... Finned
Forced or natural convection... Forced
Type of warning device... 11FC, bell (extra); 15FC, bell (standard)

CONSTRUCTION AND FINISH OF

Cabinet... Welded steel, baked Dulux enamel over Bonderite
Interior liner... Welded steel, baked Dulux enamel over Bonderite
Material in evaporator... Copper

PROTECTION PLAN

Warranty... 5 years on hermetic unit, 1 year on cabinet and controls

SPECIAL FEATURES

Evaporator coil on bottom left end of inner liner provides fast freeze area for home processing of foods.

WHY MORE DEALERS
ARE SELLING

Revco CHILL CHESTS

FASTER SALES... Because housewives are amazed at the big storage capacity but small, compact size. They see the very features they've wanted become a practical reality in these modern, competitively priced Revco Chill Chests. It is easy to close sales with the Revco Line.

BIGGER PROFITS... Because service expense is minimized. Dependability and low cost operation are by-words among Revco Chill Chest users. These by-words get around and mean "buy" Revco and more business for you.



MORE FEATURES — Gleaming beauty, Modern styling, Easy food accessibility, Fingertip counter-balanced lids, Interior illumination, Exclusive safety signal systems and Long life hermetically sealed Tecumseh refrigeration units — point the way toward increased sales.

Revco's 8 cu. ft. (320 pound capacity) Deluxe CHILL CHEST, above, answers average family's demand for "more storage space in less floor space."

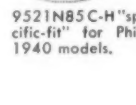
Revco's 12.3 cu. ft. (480 pound capacity) Heavy Duty CHILL CHEST, at left, fulfills demand of farm or city families who want BIG capacity without sacrificing floor space.

Write today for Revco Franchise details. Learn how you, too, can protect "original profits" by selling the Revco Line.

I'VE GOT
MORE THAN 1000
"RIGHT ANSWERS"

CUTLER-HAMMER "SPECIFIC-FIT"
REPLACEMENT CONTROLS
FOR MORE THAN 1000 DIFFERENT REFRIGERATOR MODELS

No "modifying," no fussing, no delay when you answer service calls with C-H "specific-fit" replacement control units. You take out the old, put in the new... and you are through! It's the easy, sure way to do the job right because Cutler-Hammer has manufactured such "specific-fit" units for more than 1,000 models of refrigerators built since 1925. And you'll also quickly see how the widely-known Cutler-Hammer name (advertised in The Saturday Evening Post, Time, Newsweek, American Home, Better Homes & Gardens, House & Garden, etc.) builds customer confidence and good will. The C-H refrigeration control catalog, as well as the items you need, are available through your authorized C-H refrigeration wholesaler. Do not forget, this C-H refrigeration control line includes the popular general purpose two-button replacement unit (Type 9502) which incorporates dependable motor overload protection. CUTLER-HAMMER, Inc., 1362 St. Paul Ave., Milwaukee 1, Wisconsin.



Revco INC. • DEERFIELD • MICHIGAN
NATIONAL DISPLAY SPACE • 1454 MERCHANDISE MART • CHICAGO

Featured by Cutler-Hammer refrigeration wholesalers and recommended by alert service dealers from coast to coast.

Percival

C. L. Percival Co., Boone, Iowa
 Model No. 500
 Chest or upright type Chest
 Separate freezing section? Yes

DIMENSIONS (In Inches)

Interior: Height 25 1/4
 Width 49 1/4
 Depth 19 1/4
 Exterior: Height 32 3/4
 Width 57 3/4
 Depth 28 1/4

CAPACITY (In Cu. Ft.)

Freezer compartments 14.63

INTERIOR EQUIPMENT

Partitions (No.) 3
 Thermometer No

INSULATION

Kind Armstrong Corkboard
 Thickness: (In Inches)
 Top 2
 Sides 4
 Bottom 4

LIDS

Number 2
 Lid support Yes
 Provision for locking? Yes

REFRIGERATION EQUIPMENT

Cooling medium Plate
 Refrigerated surface area
 (sq. ft.) 16%
 Compressor:
 Make Copeland
 Sealed or open Open
 Location on freezer On end
 Refrigerant "Freon-12"
 Make of control Ranco
 Accessible for user
 adjustment? Yes
 Location Above compressor
 Nominal hp. of motor 1/2
 Condenser: Type Finned
 Forced or natural convection Forced
 Type of warning device None

WEIGHT (Lbs.)

Net 650
 Shipping 785

PRICE \$389.00

CONSTRUCTION & FINISH OF

Cabinet Aluminum Paint-grip,
 white Dulux enamel
 Interior liner Galvanized
 Material used in evaporator Steel
 tubing in air-tight plate

PROTECTION PLAN

Guarantee 1 year, insurance
 plan at extra cost

SPECIAL FEATURES

Corkboard insulation, holdover solution in coils.

Norge Cooking Schools Feature Low-Cost Menus

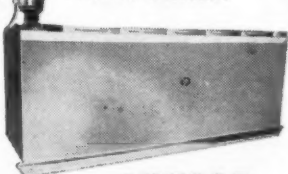
NEWARK, N. J.—Details of low cost menu planning are being presented to New Jersey housewives through a Norge cooking school currently on tour through the state under the sponsorship of Krich-Radisco, Inc., distributor for Norge home appliances in the northern part of the state.

Miss Dorothy Covert, home service director for the distributor, is heading the school which is presented by local Norge dealers. Some 37 dealers have already been placed on the school's schedule, according to the distributor.

The school gives information in the preparation of food and the use of Norge gas and electric ranges. Ways are demonstrated on how the cook can cut down on steps taken, bending, and lifting.

Broadcasts of school sessions have drawn considerable response from outlying areas that the school will be unable to visit, according to distributor officials. Rebroadcasts were requested, they said.

**NEW DESIGN—
 PROMPT DELIVERY**



**JUNIOR
 ICE MAKING
 PLANTS**

1/2, 1 and 2 TON-CAPACITIES
 All Steel, Shipped Assembled-Complete
 with Raceway Coils and Agitator.
 Available with Electric Motor, Gasoline
 or Diesel Engine Driven, Ammonia
 or Freon Refrigerating Units.
 (Refrigeration Engineering Corp.)

RECO PRODUCTS DIVISION
 2020 Naudain Street, Phila. 46, Pa.

Home Freezer Specifications

York

York Corp., York, Pa.

Chest or upright type Chest
 Model No. 165
 Separate freezing section? Yes

DIMENSIONS (In Inches)

Interior: Height 26
 Width 62 3/4
 Depth 20 3/4
 Exterior: Height 36
 Width 71
 Depth 29

CAPACITY (In Cu. Ft.)

Freezer compartment 3.0
 Storage compartment 13.5

INTERIOR EQUIPMENT

Partitions (No.) 4
 Shelves (No.) 4
 Drawers (No.) 3

Upright

350

Yes

49 1/4

52 1/4

25

71 1/4

60 1/4

34

8.50

24.54

1

4

3

INSULATION

Kind	Fiberglas	Fiberglas
Thickness: In Inches)		
Top	3	4
Sides	4	4
Bottom	4	4
Door	4	4

LIDS AND DOORS

Number	2	2
Provision for locking?	No	Yes

WEIGHT (Lbs.)

Net	412	515
Shipping	508	1,010

PRICE (f.o.b.)

	\$487.00	\$836.00
--	----------	----------

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around tubing	Forced or natural convection
Compressor:		Forced
Sealed or open	Chest, sealed; Upright, open	Type of warning device
Location on freezer	Chest, bottom left; Upright, top right	light and buzzer
Refrigerant	"Freon-12"	
Make of control	Ranco	
Motor rating	Upright, 1/2 hp.	
Condenser: Type	Finned	

CONSTRUCTION & FINISH OF

Cabinet	Enameled steel
Interior liner	Aluminum
Material in evaporator	Aluminum

PROTECTION PLAN

Warranty	1 year
5-year food spoilage insurance	

**YOU CAN BE SURE
 ..IF IT'S
 Westinghouse**

**SELL THE LEADER...
 SELL WESTINGHOUSE!**

The Cooler with the
AUTOMATIC STREAM-HEIGHT CONTROL



"of course,
 it's electric"

**THIS CAN'T HAPPEN
 with a Westinghouse Water Cooler!**

Nix on a shower bath! The Westinghouse Automatic Stream Height Regulator holds the water flow constant, regardless of variations in local water pressure... a standard feature on all pressure coolers. But this is only one reason why Westinghouse is the fastest selling Water Cooler line.

In addition, Westinghouse gives you a Stainless Steel Top, a convenient Foot Pedal Control, an Anti-Squirt Bubbler and a Push Button Bubbler Kit*... PLUS the famous Westinghouse 5-Year Guarantee Plan on the Hermetically-Sealed System. Point for point, you'll see why Westinghouse is the Leader line... a capacity and type for every need.

WESTINGHOUSE ELECTRIC CORPORATION

Appliance Division • Springfield, Mass.

*Available at slight additional cost.

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 THE ATTACHED COUPON TO
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 SPRINGFIELD 2, MASS.

REQUEST FOR FURTHER INFORMATION

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Street _____

City _____

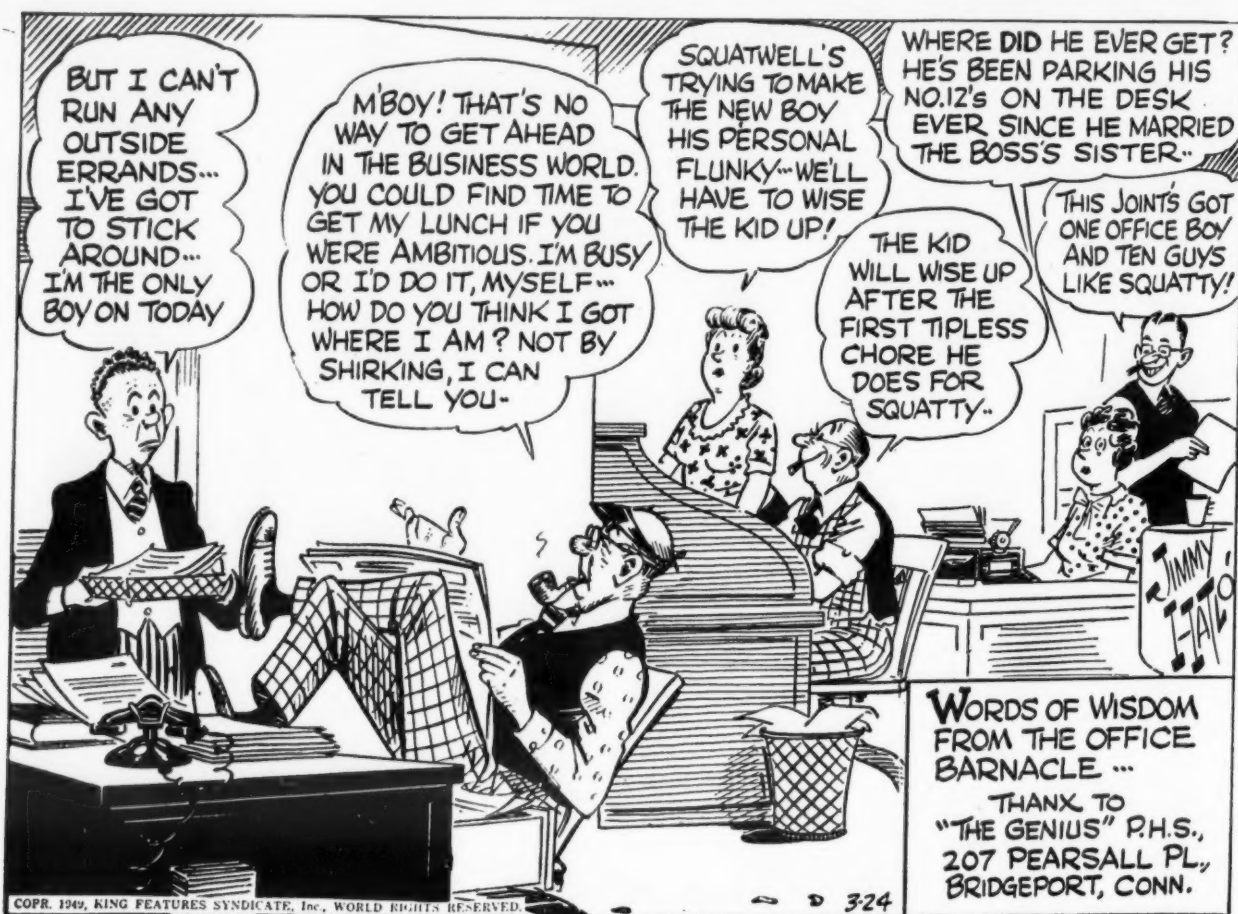
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Westinghouse Electric Corporation

Appliance Division • Springfield, Mass.

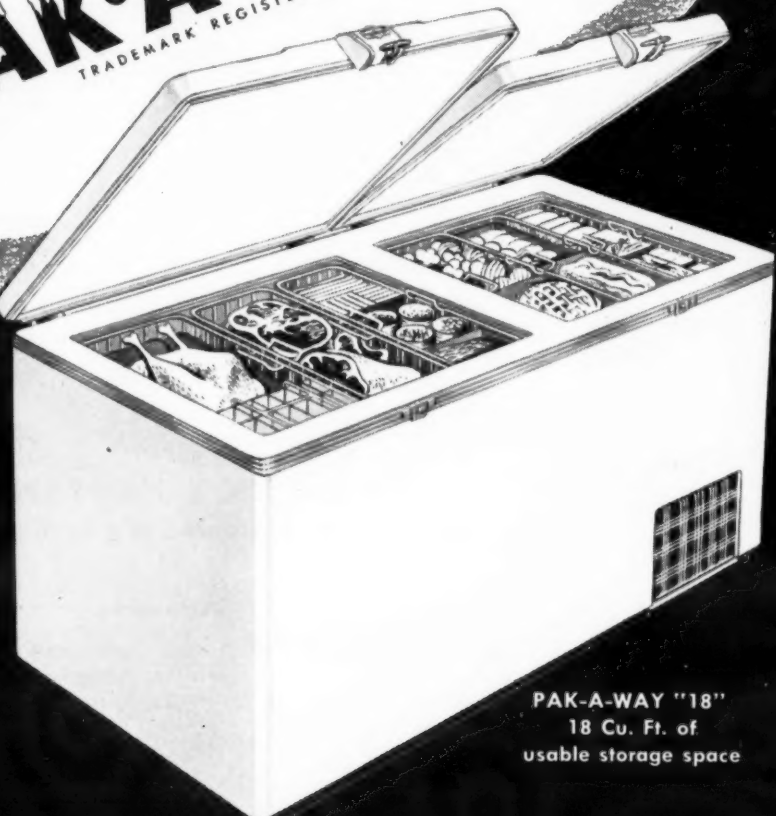
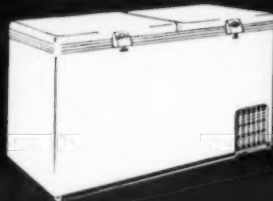
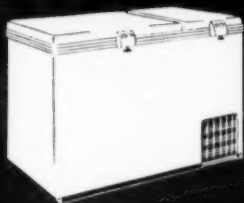
6ACRN

They'll Do It Every Time By Jimmy Hatlo



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**MORE FEATURES
mean MORE SALES!
SELL PAK-A-WAY HOME FREEZERS**



PAK-A-WAY "18"
18 Cu. Ft. of
usable storage space

PAK-A-WAYS are made in 6, 12 and 18 cubic foot chest models.

PAK-A-WAY offers dealers and distributors a wonderful opportunity for increased sales and profits. A complete line, made by a company with twenty years experience in low temperature refrigeration, Nationally advertised and with strong dealer selling support.

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Write today for complete details and information about available dealer and distributor franchises.

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Est. 1926



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YOU Can Sell Freezers By Telling This Story

THE opportunity offered the home and farm freezer salesman to give the housewife's budget a two-way stretch—by persuading her that she can save money with a freezer—is remarkably timely. The housewife who is blessed with a freezer in her home not only saves money for herself and family, but by her wise purchases helps turn the entire nation's food bill down.

Freezer owners seldom dump left-overs and bread crusts into the garbage pail. All the food they buy, they eat, because none spoils. Food saving is food gaining. So, the more home freezers go into use, the more food prices are likely to drop.

Food saved is food gained. And upward price-pressure lessens when consumers don't have to outbid one another for super-scarce things.

Home and farm freezers pay for themselves quickly.

Their original cost often is amortized in a year's time—through quantity food-purchases at bargain rates, through buying meats and vegetables at the "season" when they're over-produced, and through savings on gasoline, parking charges, valuable time, etc., registered by the housewives who are home managers who can (thanks to their freezers) buy their food supplies once-a-month, instead of thrice a week.

And this is important: the lower the income of a family, the less they can afford to live without a freezer! Rich people can afford to throw food into the garbage pail. Poor folks can't.

A few (but not many) market analysts might be surprised to learn that 40% of the nation's more than five million farm families right now are impatient to buy large-capacity freezers.

To have their own garden-fresh vegetables and tree-ripened fruit freely available and taste-insured during the winter months, to have their own home-slaughtered choice meats readily procurable at the lift of a lid—ah!

The rural and small-town market for freezers is champing at the bit. Pride of Possession couples with Pride of Production for the home gardener and the farm freezer owner.

And the convenience and economy story of freezer ownership is even more attractive to the city housewife—believe it or not.

More than 45% of America's total population has crowded into cities of 10,000 "souls" or more. For most of these elbowed, sweaty people their daily bills for food are the big budget item. And when they waste food—like discarding half a breadloaf, as they usually do every three of four days—these city denizens are losing money. With a small freezer in their stuffy apartments these "cliff-dwellers" could S-T-R-E-T-C-H their food budgets.

Convenience, time-saving in shopping costs, and advantageous bargain purchases are major considerations, too, in the crowded lives of metropolitan housewives. Savings on gasoline and parking charges alone should amortize the original cost of a small home freezer in a year's time. (The freezer owner, you see, can shop once a month at the lowest-price food store, instead of ordering higher-priced delivered groceries, or battling the super market crowds daily.)

Can't sell freezers to city folks? That's like saying you can't sell a woman a vacuum cleaner because she has a broom. How many people in your block didn't have an electric refrigerator 25 years ago? And how many have one today? They had to be sold an idea—the market was there all along. Might check your metropolitan freezer prospect list again, eh, Mr. Dealer?

In cities, towns, villages, and on farms—ANYWHERE—progressive Americans need freezers. And they'll buy freezers—even in wintertime—when you tell them the wonderful story of what's in it for them.

Home Freezer Specifications

American

American Refrigerator & Machine, Inc.
336 Colfax Ave., S., Minneapolis 8, Minn.

Chest or upright type	Chest	Chest	Chest
Model No.	FD-8	FD-15	FD-22
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	26 1/4	26 1/4	26 1/4
Width	39 1/4	64 1/4	88 1/4
Depth	18 1/4	18 1/4	18 1/4
Exterior: Height	39 1/4	39 1/4	39 1/4
Width	48 1/4	73 1/4	98 1/4
Depth	28	28	28

CAPACITY (In Cu. Ft.)

Freezer compartment	2 1/2	2 1/2	2 1/2
Storage compartment	5 1/2	12 1/2	19 1/2

INTERIOR EQUIPMENT

Partitions (No.)	1	2	2
Baskets (No.)	1	1	1

INSULATION

Kind	Fiberglass & Insulite		
Thickness: (In Inches)			
Top	5	5	5
Sides	4	4	4
Bottom	5	5	5

LIDS

Number	2	3	4
Lid support	Yes	Yes	Yes
Provision for locking?	Snap lock hardware		

WEIGHT (Lbs.)

Net	340	470	585
Shipping	475	610	740

PRICE	\$380	\$570	\$650
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REFRIGERATION EQUIPMENT

Cooling medium.....	Wrap around	Location.....	Right side of cabinet compressor compartment
Refrigerated surface area (sq. ft.)	Model FD-8, 21; FD-15, 33; FD-22, 45	Condenser: Type	Finned
Compressor:		Forced or natural convection	Forced

Make.....FD-8, FD-15, Tecumseh;

FD-22, Servel or Copeland

Sealed or open.....Sealed

Location on freezer.....Under quick

freezer compartment

Refrigerant....."F-12"

Make of control.....Ranco

Accessible for user

adjustment?.....Yes

CONSTRUCTION & FINISH OF

Cabinet.....High baked white

Dulux finish

Interior liner.....Aluminum

Material in evaporator.....Copper

PROTECTION PLAN

Warranty.....One year component

parts, five years condensing unit

Realfreeze (Wentink)

Wentink & Co., Grand Rapids, Mich.

Chest or upright type	Chest	Chest
Model No.	Deluxe 8	Deluxe 16
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	26	26*
Width	35	35*
Depth	15	15*
Exterior: Height	36	36
Width	61	104
Depth	24	24

CAPACITY (In Cu. Ft.)

Freezer compartment	8	16
---------------------	---	----

INTERIOR EQUIPMENT

Baskets (No.)	3	6
Light	Yes	Yes
Thermometer	Yes	Yes

INSULATION

Kind	Gas blown plastic	
Thickness: (In Inches)		
Top	2	2
Sides	4	4
Bottom	4	4

LIDS

Number	2	3
Lid support	Yes	Yes

WEIGHT (Lbs.)

Net	300	425
Shipping	325	460

PRICE	\$330	\$495
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*Two compartments this size.

REFRIGERATION EQUIPMENT

Cooling medium.....	Plate
Refrigerated surface area (sq. ft.)	Model 8, 6.3; model 16, 12.6
Compressor:	
Sealed or open	Sealed
Location in freezer	Model 8, end; model 16, center
Refrigerant	"Freon-12"
Make of control	Cutler-Hammer
Accessible for user adjustment?	Yes
Location	Front end of wrapping storage compartment
Condenser: Type	Finned
Forced or natural convection	Forced
Type of warning device	Bell

CONSTRUCTION AND FINISH OF

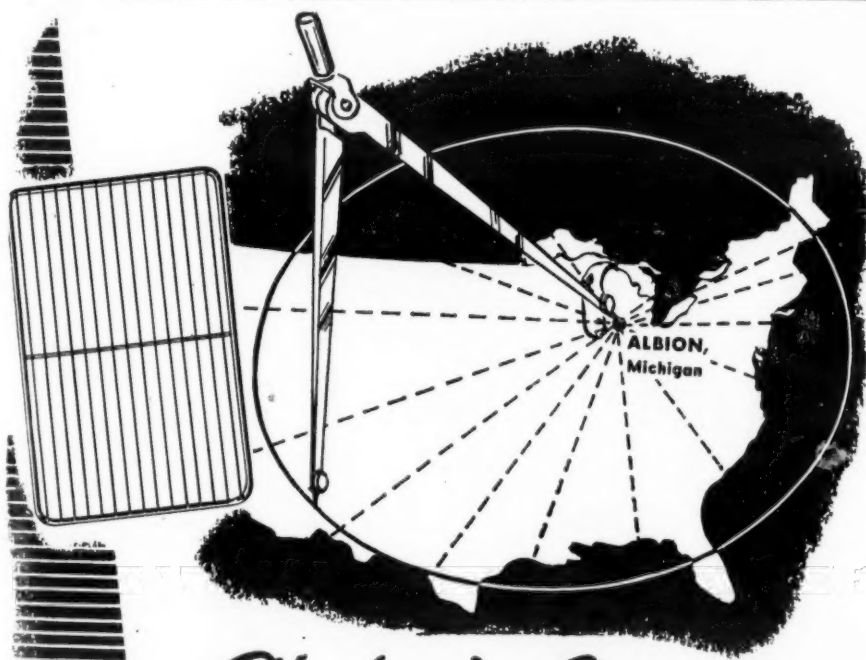
Cabinet	Welded steel construction, baked enamel finish
Interior liner	Aluminum evaporator plate with aluminum tubing brazed entire length
Materials in evaporator	Aluminum

PROTECTION PLAN

Warranty.....Condensing unit will carry unit manufacturer's guarantee while cabinet will be guaranteed for five years against warping or bulging. \$250 policy for protection against food spoilage.

SPECIAL FEATURES

Counter balancing hinges enable full opening lid to creep forward as lid is opened. Push button latches, maple cutting board, storage compartment for wrapping material, unit accessible for front end service.



Shelving Center U.S.A.

The location of your shelving supplier is mighty important to you if you're to get "on time" deliveries at lowest cost transportation rates.

That's why Union Steel's central location in the midwest makes it the Shelving Center of the U.S.A. Major railroads, fast trucking facilities, super-rush air shipments, or nearby low cost water transportation are available at Albion's doorstep.

Let USP engineers and designers help you with your shelving problems. Enjoy the high quality, modern design "on time", low cost delivery of Union Steel shelving. Buy from Union Steel, Albion, Michigan... Shelving Center—U.S.A.!



UNION STEEL PRODUCTS COMPANY

WIRE PRODUCTS DIVISION • ALBION, MICHIGAN

FOR BETTER PERFORMANCE

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DEPENDABLE

REFRIGERATION VALVES



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Self Cleaning Water Regulating Valve

Compact, durable, easily installed. Exclusive plastic seat "wipes itself clean at every cycle." New leakproof "VEE-Block" neoprene shaft seal. For compressors up to 6 H.P. Operating head pressures, 65 to 180 lbs. Maximum water pressure, 150 lbs. Available also for Freon 22. Easily adjustable. Write for bulletin.

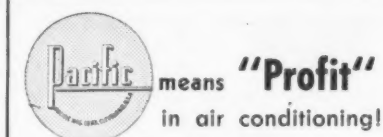
STOCKED AND SOLD BY GOOD REFRIGERATION WHOLESALERS EVERYWHERE... RECOMMENDED AND INSTALLED BY LEADING REFRIGERATION SERVICE ENGINEERS.



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is a good component for YOUR product.

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A fast-moving,
job-proved line

FOR FURTHER
DETAILS WRITE:



Pacific Mfg. Corp.
Cleveland 4, Ohio



Available from
1/2 to 10 H.P.
**CLEANABLE
DOUBLE-TUBE
COUNTER-FLOW
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CONDENSERS**

Write for literature

Halstead & Mitchell
BESSEMER BLDG.
PITTSBURGH 22, PA.

SWIFT

Pulleys and Fan Blades
Industrial & Variable
Speed Pulleys

Standard equipment with most
refrigeration unit manufacturers.
Sold By All Better Jobbers

Swift Manufacturing, Inc.
1455 E. Nine Mile Road
Hazel Park, Mich.

Home Freezer Specifications

Freez-All (Portable Elevator)

Portable Elevator Mfg. Co.
Bloomington, Ill.

Chest or upright type.....Upright
Model No. 90
Separate freezing section?.....Yes

DIMENSIONS (In Inches)

Interior (each drawer):
Height 9 1/4
Width 18 1/4
Depth 23
Exterior: Height 63
Width 34
Depth 29

CAPACITY (In Cu. Ft.)

Freezer compartment 2
Storage compartment 6 1/2

INTERIOR EQUIPMENT

Sharp freeze compartment..... 1
Drawers (No.) 3

INSULATION

KindFiberglas
Thickness: (In Inches)
Top 4
Sides 5
Bottom 5
Door 5

DOORS

Number 1
Provision for locking?Yes

REFRIGERATION EQUIPMENT

Cooling mediumPlate
Refrigerated surface area
(sq. ft.) 20.4
Compressor:
MakeTecumseh
Sealed or openSealed
Location on freezer.....Bottom
Refrigerant“F-12”
Make of control.....White-Rodgers
Accessible for user
adjustmentYes
Location.....Back of lift off
bottom panel

Condenser: TypeFinned
Forced or natural convection..Forced

WEIGHT (In Lbs.)

Net 525
Shipping 600

PRICE

.....\$367.50

CONSTRUCTION & FINISH OF

Cabinet...Dulux over zinc coated and
Bonderized steel
Interior linerSame

PROTECTION PLAN

\$200.00 food freezer insurance plan
against food spoilage due to mechanical
or power failure.
WarrantyFive years
GuaranteeOne year

SPECIAL FEATURES

Food segregation and convenience
of use through pull-out drawers.
Separate sharp-freeze section. Large
capacity with small floor space.

Ben Bar (Aug. G. Barkow Mfg. Co.)

Aug. G. Barkow Mfg. Co., 2723 S. 31st St., Milwaukee, Wis.

Chest or upright typeUpright
Model No. F-14
Separate freezing section?No

DIMENSIONS (In Inches)

Interior: Height 43 1/2
Width 32
Depth 17
Exterior: Height 71
Width 40 1/2
Depth 28 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment 14

INTERIOR EQUIPMENT

Shelves (No.) 2 cold plates, 1 wire

INSULATION

KindFiberglas
Thickness: (In Inches)
Top 4
Sides 4
Bottom 4
Door 4

DOORS

Number 1
Provision for locking?Yes

WEIGHT (Lbs.)

Net 520
Shipping 630

PRICE

.....\$540

REFRIGERATION EQUIPMENT

Cooling mediumPlate
Compressor:
MakeTecumseh
Sealed or openSealed
Location on freezer.....Bottom
Refrigerant“Freon-12”
Make of controlRanco
Accessible for user
adjustment?Yes
LocationBehind removable
front panel
Condenser: TypeFinned
Forced or natural convection..Forced

CONSTRUCTION AND FINISH OF:

Cabinet.....All steel, baked enamel
within and without
Interior liner...White baked enamel

PROTECTION PLAN

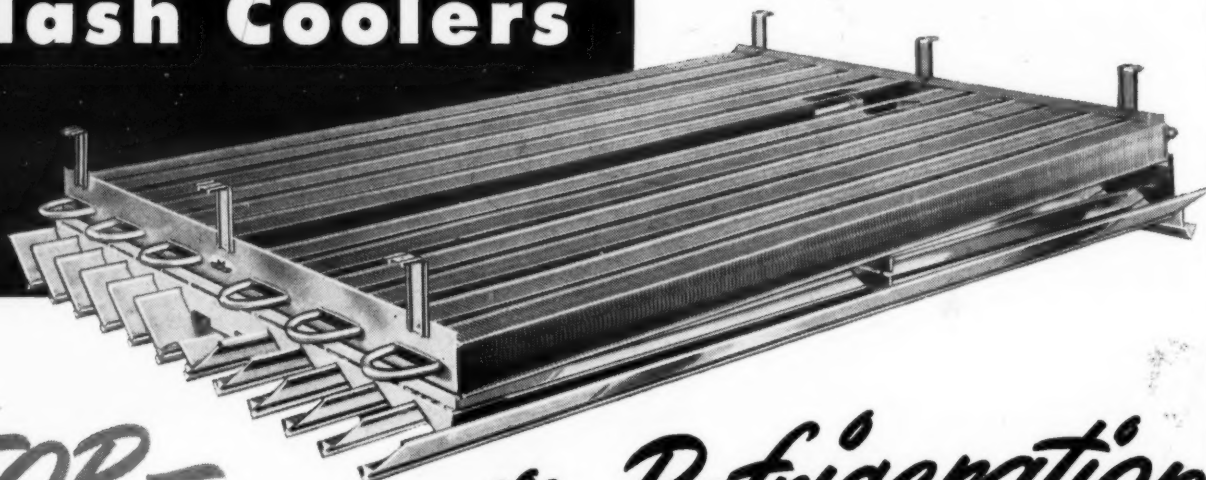
WarrantyOne year

SPECIAL FEATURES

Self-sealing couplings for liquid and
suction lines at additional cost of
\$15 list. These are made up on special
order for freezers requiring two sec-
tion or remote installation.

PEERLESS Flash Coolers

● For superior performance specify all these
PEERLESS products: Flash Plates, Flash Coolers,
Dome and Unit Coolers, Ice Cube Makers, Fin
Coils, Off Center Coils, Expansion Valves and
Capacity Boosters. Write for Details.

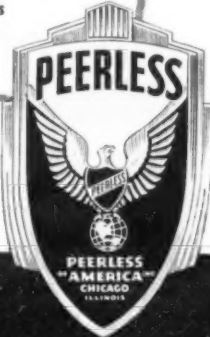


FOR- High Humidity Refrigeration

● The wide shallow coils of Peerless Flash Coolers insure efficiency in the refrigeration of cut meats, flowers, and all products which must be guarded against dehydration. Large volumes of cooled air are delivered with high relative humidity, making Peerless Flash Coolers ideal for cold storage boxes, walk-in and reach-in refrigerators, etc. Retailers, wholesalers, packers and other users obtain maximum product protection with these easily installed, overhead and out-of-the-way coolers. Copper tubing for Methyl Chloride, Freon or Sulphur Dioxide; aluminum for Ammonia. Standard and special designs.

NOTE THESE ADVANTAGES

- Higher operating back pressure with low flat coils provides higher compressor capacity. More efficient, with reduced operating cost!
- Refrigerant circuit is continuous copper tube with aluminum fins—non-soldered return bends. No Joints!—No Leaks!
- Internal Rifling swirls refrigerant over entire interior surface of tubing, insuring 100% internal wetted surface and 100% coil efficiency.
- Open-louvered drip pan permits free circulation of air through coil surface. Large volumes of cool tempered air flow downward by gravity over stored products.
- A Flash Cooler occupies space not to exceed 16" from ceiling. Quickly, easily installed by bolting convenient hangers to ceiling.



SOLD THROUGH LEADING REFRIGERATION SUPPLY WHOLESALERS

PEERLESS of AMERICA, INC.
2901 Lawrence Ave., Chicago 25, Illinois, U. S. A.



SOLD BY LEADING REFRIGERATION WHOLESALERS...EVERYWHERE

ANSUL REFRIGERANTS

The Quality Standards of the Industry

ANSUL REFRIGERANTS are the undisputed quality standards of the Refrigeration Industry... and this enviable recognition is protected and maintained by strict laboratory control of every step in the manufacture of Ansul Sulfur Dioxide and Ansul Methyl Chloride. Every cylinder of Ansul refrigerants is individually analyzed and carefully inspected to safeguard the rigid standards of purity and dryness and to insure maximum safety in handling. For more than a third of a century, Ansul has both pioneered and led the field in the production of sulfur dioxide for refrigeration purposes. ... Ansul methyl chloride has gained universal recognition in the industry for its unsurpassed quality.

ANSUL CHEMICAL COMPANY
REFRIGERATION DIVISION, MARINETTE, WISCONSIN
ANSUL SULFUR DIOXIDE, ANSUL METHYL CHLORIDE, ANSUL OIL, KINETIC "FREON"

Esco

Esco Cabinet Co., West Chester, Pa.

Chest or upright type

Model No.	C-10-FS	CL-12	CL-16	M-16-FS	C-20-FS	M-24-FS	M-32-FS	M-40-FS
Separate freezing section?	Yes							

DIMENSIONS (In Inches)

Interior: Height	25	26	26	25	25	25	23	23
Width	37 3/4	53	66	62	70	91	104	128
Depth	19	20 1/2	20 1/2	19	19	19	25	25
Exterior: Height	37	36 1/2	36 1/2	37	37	37	35	35
Width	72 1/4	62 1/4	75 1/4	72 1/4	101 1/4	101 1/4	114 1/4	138 1/4
Depth	29 1/4	29 1/2	29 1/2	29 1/4	29 1/4	29 1/4	35 1/2	35 1/2

CAPACITY (In Cu. Ft.)

Freezer compart.	4	2 1/2	2 1/2	4	4	4	8	8
Storage compart.	6	9 1/4	13 1/4	12	15	20	24	32

INTERIOR EQUIPMENT

Partitions (No.)	2	3	4	3	5	6	7	10
Shelves (No.)	2	0	0	2	2	2	2	2
Baskets (No.)	0	1	2	0	0	0	0	0

INSULATION

Kind	Fiberglas							
Thickness: (In Inches)								
Top	3	4 1/2	4 1/2	3	3	3	3	3
Sides	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2
Bottom	5	4 1/2	4 1/2	5	5	5	5	5

LIDS

Number	1	1	1	2	2	2	3	4
Lid support	Yes							
Provision for locking?	Yes							

WEIGHT (Lbs.)

Net	560	440	530	615	660	700	1,230	1,320
Shipping	625	500	600	700	750	800	1,350	1,450
PRICE	\$412.50	\$408.50	\$493.50	\$493.50	\$537.50	\$604.50	\$714.25	\$806.25

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Compressor:

MakeC-10-FS and CL-12, Cope-
land; CL-16 and M-16-FS, General
Electric; C-20-FS, M-24-FS, Kelvin-
ator; M-32-FS, M-40-FS, Universal
Sealed or open.....Both
Location in freezer.....C-10-FS,
CL-12, CL-16, C-20-FS, end; M-16-
FS, M-24-FS, M-32-FS, M-40-FS, top
Refrigerant“F-12”
Is control accessible for
user adjustmentNo
Hp. rating of motor.....C-10-FS,
CL-12, 1/4; CL-16, M-16-FS,
C-20-FS, 1/2; M-24-FS, M-32-FS,
M-40-FS, 1/2

Condenser: TypeFinned
Forced or natural convection..Forced

Type of warning device.....C-10-FS,
M-16-FS, C-20-FS, M-24-FS,
M-32-FS, M-40-FS, bell

CONSTRUCTION AND FINISH OF
Cabinet.....Galvanized, Bonderized
steel with baked enamel finish
Interior liner..Galvanized, Bonderized
steel with baked enamel finish
Material in evaporator.....Copper

PROTECTION PLAN

Warranty....5-year replacement plan
on hermetic units
5-year food insurance.

SPECIAL FEATURES

Models CL-12 and CL-16 have coun-
terbalanced, full opening lids with
bar-type double latch, and piano type
hinges.

Home Freezer Specifications

Maytag

The Maytag Co., Newton, Iowa

Model No.6TD
Chest or upright typeChest
Separate freezing section?.....No

DIMENSIONS (In Inches)

Interior: Height	22 1/2
Width	22 1/2
Depth	18
Exterior: Height	32
Width	47 1/2
Depth	29

CAPACITY (In Cu. Ft.)

Storage compartment	6
Interior equipment	None

INSULATION

Kind	Spun glass
Thickness: (In Inches)	
Top	3
Sides	4 1/2
Bottom	4

LIDS

Number	One
Lid support	Yes
Provision for locking?	No

REFRIGERATION EQUIPMENT

Cooling mediumWrap around
Compressor:
MakeTecumseh
Sealed or openSealed
Location on freezer.....End (right)
Refrigerant“F-12”
Make of controlRanco
Accessible for user
adjustment?Yes
LocationAbove compressor

Condenser: TypeFinned
Forced or natural convection..Natural
Type of warning device.....None

WEIGHT (Lbs.)

Net	320
Shipping	382
PRICE	\$289.95

CONSTRUCTION & FINISH OF

Cabinet.....Welded one piece frame,
Bonderized, high baked enamel
Interior liner.....Porcelain on steel
Material used in evaporator...Copper

PROTECTION PLAN

Warranty5 year
Guarantee1 year

SPECIAL FEATURES

Defroster pan, table leaf accessory,
counter balanced, self-sealing, porce-
lain work table top.

Five-year food insurance certificate
for loss up to \$100 for failure except
manual disconnection of current.

International Harvester
Names 2 Distributors

CHICAGO—Appointment of two
new distributors of its refrigerators
and home freezers has been an-
nounced by International Harvester
Co.

They are David Kaufman's Sons,
Inc., 2015 Washington Blvd., Balti-
more, Md., and Bickford Bros., 1209
Broadway, Buffalo, N. Y. The form-
er's territory includes the Washing-
ton, D. C., Baltimore, and Richmond,
Va., areas.

Bickford has been named distribu-
tor in the Buffalo and Rochester
territories. Rochester headquarters is
at 51 Litchfield St. Paul Wolk, Buf-
falo, is president of the distributor-
ship.

The western New York area cov-
ered by Bickford takes in Genesee,
Monroe, Wyoming, Livingston, Al-
legany, Steuben, Chautauqua, Catta-
raugus, Wayne, Ontario, and Yates
counties, plus Tioga county, Pa.

ACME SHELL and TUBE CONDENSERS

Acme Model "J" Shell and Tube Con-
densers are sturdily built for long life—
1/2 Ton to 25-Ton. Low cost, easy-to-
clean, for FREON or Methyl-Chloride.
UL Approved. See your jobber or write
direct.

ACME INDUSTRIES, INC.
Jackson, Michigan
Representatives in all principal cities

KEROTEST presents

"SHORTY"
INLINE

The Mighty Mite of
all refrigerant valves!



KEROTEST leads in design!

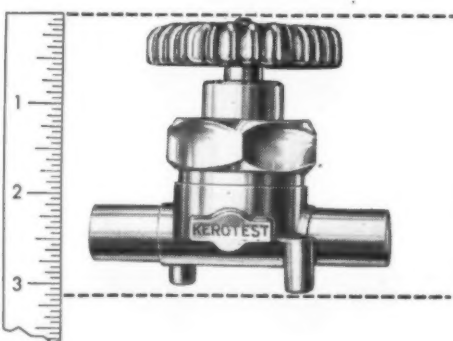
Always first with the valve designs that solve your problems,
KEROTEST leads again with "Shorty" the new refrigerant
valve that installs in even the most cramped places.

Streamlined, with ports in line and mounting feet made
integral with the valve body, the new Kerotest R24 requires
only 3 1/8" of height when full open . . . the "Mighty Mite"
refrigerant valve of the industry!

KEROTEST's famous diaphragm packless construction is
combined with high efficiency
flow characteristics and rug-
ged construction that assures
you of top operating perform-
ance and life-long depend-
ability.

3 1/8" High When Fully Open

From mounting board to maximum
stem extension only 3 1/8" of height is
required . . . the shortest diaphragm
packless line valve on the market. It's
a knockout in your ditches with tight
places and a top performer for use in
all your installations.



See your **KEROTEST** Wholesaler

KEROTEST MANUFACTURING CO.
PITTSBURGH 22, PA.

AMERICA'S FIRST NAME IN QUALITY VALVES

NEW UNITED FREEZER

NEW THERMO-GUIDE TEMPERATURE INDICATOR.

NEW "FOOD COMPARTMENT FINISH" . . . ACID, GREASE, CHIP RESISTANT.

NEW DUAL COMPARTMENT DESIGN FOR MAXIMUM ECONOMY!

NEW ALL STEEL WELDED CONSTRUCTION.

"BALANCED FREEZING"

WITH THE
New United UP RIGHT FREEZER

BALANCED FREEZING. Scientific placement of cooling coils, more than adequate extra heavy insulation, two separate food compartments, dual doors (to minimize cold loss)—combine to insure balanced freezing at minimum cost.

5-YEAR WARRANTY PLAN. All freezers are equipped with dependable hermetically sealed condensing units which are covered by United's "5-Year Warranty Plan".

GENUINE BEAUTY. The new all steel welded United Freezer finished in gleaming white du Pont Dulux baked enamel, chrome trim and rounded corners is truly a beautiful fixture in any establishment.

QUALITY THROUGHOUT. The United 15 cubic foot freezer has the new white du Pont "food compartment finish" to assure a lasting abrasion, acid, grease and chip resistant life.

15 cu. ft. Model UF15

DESIGNED, ENGINEERED AND MANUFACTURED—HUDSON, WISCONSIN

UNITED REFRIGERATOR COMPANY • Hudson, Wisconsin

The KEY to AIR CONDITIONING

One of a series from

by James J. LaSalvia

Readers who have any questions regarding the application of air conditioning are invited to write to Mr. LaSalvia, the author of this series, who will be pleased to furnish a complete and detailed answer free of charge. This is another of the services provided by the News.

Heat Insulation & Sound Control - IV

SOUND CONTROL

The following items should be taken care of by the engineer in his design of every system to eliminate as much of the vibration as possible.

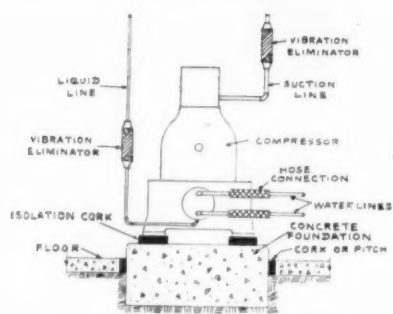


Fig. 6 shows a typical method of mounting a compressor on the ground floor to minimize vibration and noise.

which will, in general, control the sound from the equipment.

1. Provide heavy concrete foundations for compressors, fans, and motors where required. (See Figs. 6, 7, 8, and 9.)
2. Provide isolation cork below all legs of compressors. (See Figs. 6 and 7.)
3. Provide vibration eliminators on suction, liquid, and hot gas lines. (see Fig. 6.)
4. Provide rubber hose connections on water lines to condenser. (See Fig. 6.)
5. Provide floating bases below all fans and fan motors. (See Figs. 8 and 9.)
6. Provide canvas connections on both inlet and outlet of fans.
7. Select compressors with reasonable speeds to keep vibration as low as possible.

Upper Floor Isolation

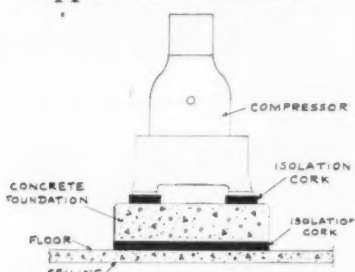


Fig. 7—This is a suggested method for sound isolation of compressors on upper floors of buildings.

Mounting for Fan

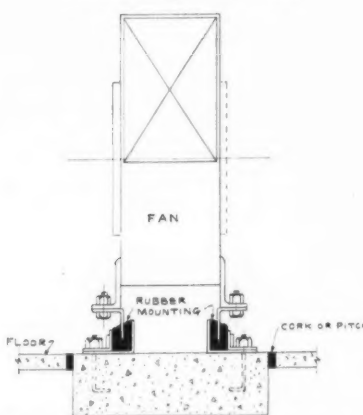


Fig. 8—Floating bases will eliminate most fan vibration and the resultant noise.

8. Select fans according to top speeds to give the least vibration.
9. Select size of suction, liquid, and hot gas lines to keep velocities of flow within good limits.
10. Design ductwork for reasonable velocities.
11. Select sizes of steam lines for reasonable velocities.
12. Locate such equipment as compressors, fans, motors, and pumps outside of air conditioned space, and if possible neither directly below nor directly above the space.

The above items should be taken care of for the general run of jobs. Of course, a reasonable degree of noise control must be provided on any acceptable installation, but the majority of installations will not fall under the classification of noise problems as the subject has been interpreted in the preceding pages.

When installations involving sound are encountered, it will be sufficient generally to design the ductwork and to select a fan to provide a reasonable degree of quietness, by incorporating the 12 points above.

It is only in the more stringent requirements that it becomes necessary to go beyond what is called for in the above points.

It is very unlikely that an installation will be encountered that will employ all methods of noise reduction.

(To Be Continued)

Typical Motor Mounting

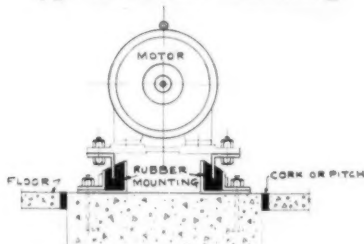


Fig. 9—Fan motors should be mounted the same way as fans to reduce noise levels.

Alabama Dealer Sponsors Electric Appliance Show

DECATUR, Ala.—City Electric Co., appliance dealer here, sponsored an electrical appliance show at the National Guard Armory recently.

Fifty electric appliances were displayed, with prize contests and active demonstrations conducted by Quince Eddins, general manager of the dealership.

TRAINED TO SERVE YOU

To give you better service faster... all RSI service men are experienced and trained to give you service as you like it—fast and to the point.

Send us an order today Use your letterhead, please

REFRIGERATION SERVICE, INC.
West Coast Wholesaler since 1928
3109 Beverly Blvd., Los Angeles 4, EX. 3111

Allen Supply Co. Succeeds Eastern In Altoona, Pa.

ALTOONA, Pa.—Allen Supply Co. is now operating here as a wholesale refrigeration parts and supply firm, with Charles C. Allen as sole proprietor.

Allen Supply Co. is successor to Eastern Refrigeration Supply Co., in which Allen was a partner.

Prior to entering the refrigeration parts and supply wholesaling field Allen was a field representative for Henry Valve Co., and prior to that Alco Valve Co.

Additional Valve Plates Announced by Delavan

DES MOINES, Iowa — Delavan Mfg. Co., here has announced the addition of a number of new valve plates to its line of compressor replacement parts.

The new numbers include exact duplicates of practically all valve plates for the most popular Kelvinator models.

Manufacturer states that all Delavan valve plates are now furnished with gaskets at no extra cost.

Steam Coil Data Given In New Marlo Catalog

ST. LOUIS—A colorful and informative 36-page catalog covering its complete line of steam coils has been prepared by Marlo Coil Co. here.

Designed for quick reference and use, the new Marlo catalog contains illustrations of the Marlo standard steam coils and standard non-freeze steam coils, with factual, simplified descriptions, including easy-to-use dimensional data, capacity ratings, and coil selection charts. Supplemental information on steam properties, condensation rate factors, air friction, and steam coil weights makes the catalog a complete working and estimating guide for heat transfer installation, service, and maintenance engineers. Copies may be obtained by writing the Marlo Coil Co.

Fort Myers Mothers Enjoy Cooled Church on Their Day

FORT MYERS, Fla. — A large Mother's Day crowd at the First Christian Church enjoyed the comfort of an air conditioned auditorium. This is the first church in Fort Myers to be air conditioned.

VIRGINIA MAKES FINE REFRIGERANTS

DON'T FORGET "V-METH-L" Methyl Chloride

AND "EXTRA-DRY ESOTOO" Liquid Sulfur Dioxide

THEY'RE

consistently pure
consistently sure

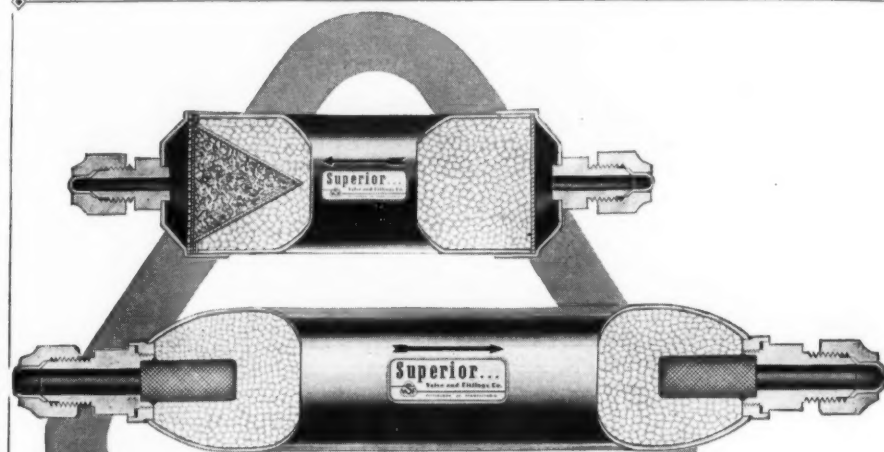
50 YEARS OF SERVICE TO INDUSTRY

VIRGINIA Refrigerants

West Norfolk • New York • Boston • Detroit

VIRGINIA SMELTING COMPANY, WEST NORFOLK, VA.

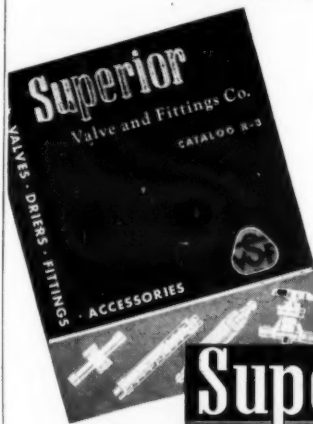
Distributors for Kinetic's "Freon" Refrigerants
AVAILABLE FROM WHOLESALERS COAST TO COAST



A NEW Line of SUPERIOR DRIERS

The DRIERS with the Plus Features

- ★ MODERN DESIGN
- ★ EFFICIENT OPERATION
- ★ REFILLABLE AND NON-REFILLABLE TYPES
- ★ ALL BRASS CONSTRUCTION



For complete details and specifications on the New Driers and other Superior products, ask your Wholesaler for a copy of our NEW Catalog R3.

(or a copy may be obtained by writing to us)

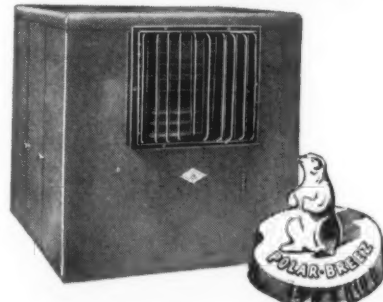
Superior Valve and Fittings Co. 1509 WEST LIBERTY AVE., PITTSBURGH 26, PENNA.
OFFICES IN PRINCIPAL CITIES - STOCKS, CHICAGO (6) - LOS ANGELES (15) - JOBBERS EVERYWHERE

TERRITORIES AVAILABLE to . . .

progressive . . . reliable

DISTRIBUTORS
AGENTS & DEALERS

The New Improved
"POLAR BREEZ"
AIR COOLERS



If you handled the nationally accepted and profitable Hall line before the war, you'll be glad to know these top quality evaporative cooling units are again available with many improvements. "POLAR BREEZ" is sold in complete "packaged units" in various sizes for all types and sizes of business buildings and stores.

Air is purified by a chemical process removing bacteria and algae. Range

—2,000—25,000 C.F.M. . . . Glass Fibre Filter Cooling Pads . . . Self cleaning—no servicing or replacement . . . Weather Proof Metal Housing . . . Multi-Blade Pressure Type Blower . . . Directional Flow Grille . . . Roto-Atomizer . . . Doubles cooling and washing action!

"Backed by over 25 years in the industry." Formerly manufactured and distributed by the Hall Mfg. Co., Cedar Rapids, Iowa.

INVESTIGATE NOW! Write, wire, or phone for details Morton Grove 4594.

AIR COOLING ENGINEERING COMPANY
DEPARTMENT C
MORTON GROVE, ILLINOIS

Home Freezer Specifications

Whiting

Whiting Corp., 33 South Clark St., Chicago, Ill.

Chest or upright type.....	Chest	Chest	Chest	Chest
Model No.	F-1200	F-1800	F-2200	F-2700
Separate freezing section?...	No	No	No	No

DIMENSIONS (In Inches)

Interior: Height	18	22	left 18 right 27½	left 17½ right 27%
Width	24	27½	24	24
Depth	19	22½	19	19
Exterior: Height	36	36	36	36
Width	32	32	60	60
Depth	27	27	27	27

CAPACITY (In Cu. Ft.)

Storage compartment	4½	8	12	17
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INTERIOR EQUIPMENT

Partitions (No.)	0	0	1	1
Baskets (No.)	0	0	0	2

INSULATION

Kind	Fiberglas	Santocel	Fiberglas	Santocel
Thickness: (In Inches)				
Top	4	2	4	2
Sides	4	2	4	2
Bottom	4	2	4	2

LIDS

Number	1	1	2	2
Lid support	No	Yes	No	Yes
Provision for locking?	No	Yes	No	Yes

WEIGHT (Lbs.)

Net	220	235	365	367
Shipping	255	270	445	447

PRICE	\$199.50	\$339.50	\$399.50	\$539.50
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REFRIGERATION EQUIPMENT

Cooling medium.....	Wrap around	Accessible for user adjustment?	Yes
Refrigerated surface area (sq. ft.).....	F-1200, 10.78; F-1800, 16.93; F-2200, 27.23; F-2700, 24.78	Location	Lower rear
Compressor:		Condenser: Type	Finned
Make	Tecumseh	Forced or natural convection	F-1200, F-1800, natural; F-2200, F-2700, forced
Sealed or open	Sealed	CONSTRUCTION AND FINISH OF	
Location in freezer	F-1200, F-1800, Bottom center; F-2200, F-2700, left bottom	Cabinet.....	du Pont Hi Bake Dulux
Refrigerant	F-1200, F-1800, "F-12"; F-2200, F-2700, "F-22"	Interior liner	du Pont Hi Bake Dulux
Make of control	F-1200, F-2200, Ranco; F-1800, F-2700, Cutler-Hammer	Materials in evaporator	Bonderized steel
		PROTECTION PLAN	
		Warranty.....	Five-year protection plan on compressor
		Guarantee.....	One year on freezer

Food Bank (Fowler Equipment Co.)

Fowler Equipment Co., 626 N. Highland Ave., Aurora, Ill.

Chest or upright type	Chest	Chest	Chest
Model No.	16	21	27
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	26½	26½	26½
Width	57	72	91
Depth	20	20	20
Exterior: Height	37	37	37
Width	78½	93½	112½
Depth	28½	28½	28½

CAPACITY (In Cu. Ft.)

Storage compartment	15½	20	26
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INTERIOR EQUIPMENT

Partitions (No.)	1	2	3
Baskets	If desired, aluminum trays		

WEIGHT (Lbs.)

Net	585	730	930
Shipping	600	745	950

PRICE	\$395	\$535	\$639
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INSULATION

Kind	Cotton & Fibre Glass	LIDS	
Thickness: (In Inches)		Number.....	Models 16 and 21, one; model 27, two
Top	4	Lid support	Yes
Sides	5	Provision for locking?	Yes
Bottom	7½		

These real selling advertisements are selling NOW for YOU!

Here are samples of "Magic Touch" advertising appearing in the Saturday Evening Post and Good Housekeeping during the best 1949 selling season. See how they sell—really sell—the marvelous ice cube convenience possible only with Inland "Magic Touch" Ice Cube Trays. And remember that this strong selling campaign is directed to your prospects in your territory to bring you sales and profits. That's its one purpose!

Cash in on this powerful sales force that's working for you. Make sure that the new refrigerators you stock and display come to you factory-equipped, completely, with "Magic Touch" Trays. And then, with the "Magic Touch" to sell, demonstrate it to every prospect. "Magic Touch" convenience is so obvious that its demonstration is the strongest closing sales argument you can use.

EASY REPLACEMENT SALES FOR QUICK PROFITS

Sell "Magic Touch" Trays to refrigerator users who are now getting along with battered, outmoded, inconvenient trays. That's easy, with Inland's national advertising doing a strong pre-selling job for you. Get these immediate sales and profits—this season, this month, now!

New refrigerators fully equipped with Inland "Magic Touch" Ice Trays give your customers complete ice convenience

"Magic Touch" Ice Trays

by INLAND MANUFACTURING



INLAND MANUFACTURING DIVISION
General Motors Corporation, Dayton, Ohio

BENBAR VERTICAL FREEZERS

Better

FOR YOU!
(more profits!)

Better

FOR YOUR CUSTOMERS!
(more satisfaction!)

Better

ON EVERY COUNT!
(more features!)

Why not sell the kind of freezer that people want—the Benbar vertical! Thousands now in use by families that want frozen foods to be easy to reach!

- Four inch Fiberglas insulation—vapor sealed at all joints.
- Panelyte covered door jams—frost breaking lock.
- Immediate delivery—optional 5 year warranty.

TWO STANDARD SIZES — 14 cu. ft. — 17 cu. ft.

Rugged, two-cylinder, hermetically-sealed condensing unit with trouble-free capillary system... two-step door construction... baked enamel finish on interior and exterior!

Write for complete information and prices on the Benbar Vertical Food Freezer and Benbar cabinets, coolers, and horizontal models!

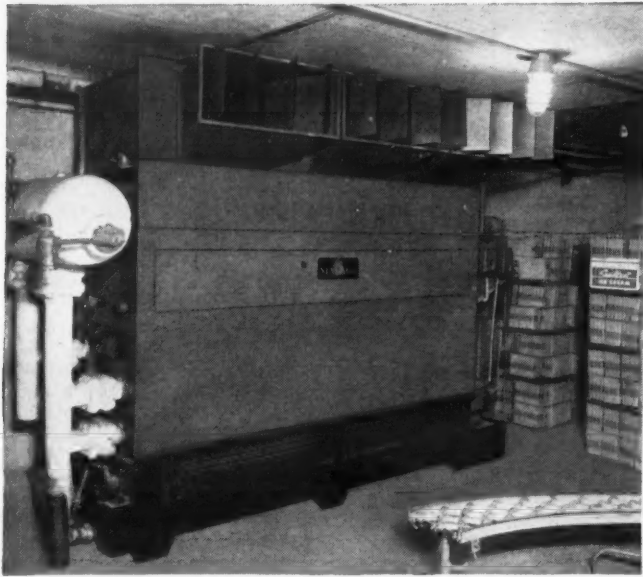
Write for more information and prices on Benbar products. Distributorships available!

AUGUST G. BARKOW
MANUFACTURING CO.

2723 S. 31st Street • Milwaukee 7, Wisconsin

Do you want COST-REDUCING Refrigeration?

The Niagara "No Frost" Method saves you from any loss, delay, shut-down, or diminished efficiency from frost on your refrigerating coils, at any time. You always get the full capacity that you paid for when you bought your refrigerating plant.



This means money savings. You run with higher suction pressures and lower head pressures, saving power. Your wear and tear and maintenance is lower; you save loss of production and labor used in defrosting periods. You save the power that is wasted when refrigeration is supplied through coils that are frost-coated.

The Niagara "No Frost Method" is not just a means of defrosting but of operating refrigeration without the formation of frost at any time, reducing costs, quickly paying for itself.

Hundreds of successful "No Frost" users say it is saving money, increasing production and improving quality . . . in every type of refrigeration installation requiring temperatures below freezing . . . in food freezing, ice cream, cold storage and in special industrial applications.

Write for Bulletin No. 105 for further information

NIAGARA BLOWER COMPANY

Over 35 Years of Service in Industrial Air Engineering
Dept. AC, 405 Lexington Ave., New York 17, N. Y.
District Engineers in Principal Cities

INDUSTRIAL COOLING
HEATING • DRYING

NIAGARA

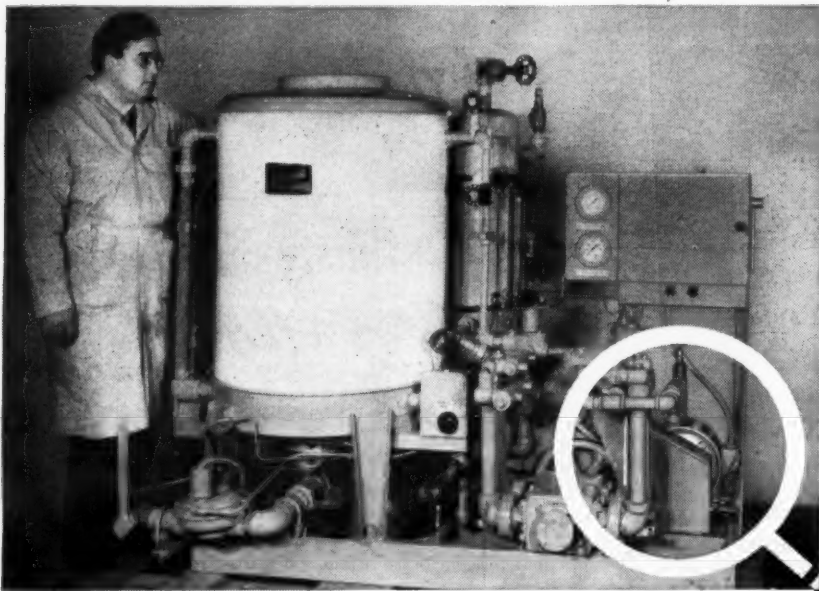
HUMIDIFYING • AIR
ENGINEERING EQUIP.

THE MASTER SERVICE MANUALS - - -

— — — and other books of the Refrigeration Library are depended upon as textbooks in trade schools from coast to coast.

BUSINESS NEWS PUBLISHING CO., DETROIT

A. O. Smith Builds ELECTRIC MOTORS



**SMITHway Electric
Motors Now Power
Hundreds of
Products Including
CLAYTON
RE-CIRCULATING
STEAM GENERATORS**

The A. O. Smith research and engineering staff is at your service, to help integrate electric motor design with your product design, and to achieve the most efficient and economical product operation.

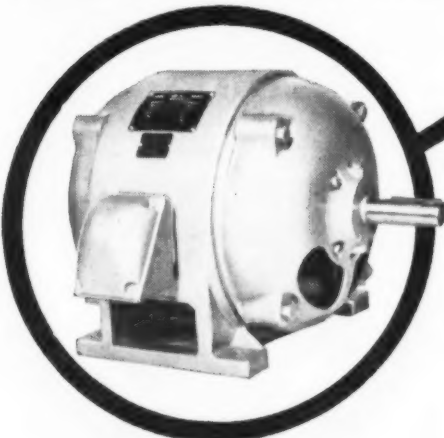
In addition to a standard line of general-purpose motors, the SMITHway line includes a

broad variety of special motors to meet the exact power requirements of many modern-day machines and product applications.

If you are seeking improved product performance, or require special characteristics in your power component, consult A. O. Smith.

Write for Bulletin No. EM-152

CLAYTON STEAM GENERATORS deliver "packaged steam" to meet every need in dairies, canneries, laundries, kitchens, and for cleaning, sterilizing, dehydration, steam-processing. They are complete package (water tube) boilers ready to connect and operate. Fully automatic, they deliver quality steam in 5 minutes from a cold start, at full working pressure.



24-HOUR NATIONWIDE SERVICE

The A. O. Smith Product Service Division provides fast, low-cost electric-motor service to more than 200 authorized service stations, on a 24-hour, off-the-shelf basis. Factory Service Branches and Warehouses at Union, N. J., Chicago, Los Angeles.

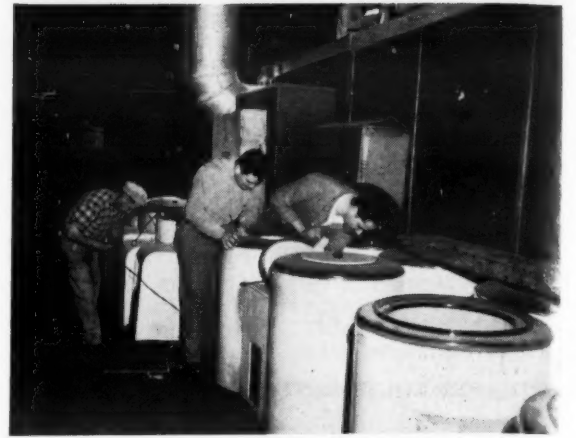


Ask the A. O. Smith man
about electric motors for both
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Distributor's Freezer Trade-In Plan Includes Rebuilding Old Models for Dealers To Resell At Cost, Making Full Profit on New Sales



Mechanics of the Deepfreeze Distributing Corp. in Cincinnati carefully inspect some obsolete model home freezers which the distributor reconditions for his dealers on a special trade-in plan described in the accompanying story.

By John O. Sweet and George M. Hanning

CINCINNATI—A carefully worked out home freezer trade-in plan, an active home service operation, and experience-tested promotions have been combined to give Deepfreeze Distributing Corp. here a satisfactory volume of business in today's buyers' market.

R. J. Jacobson, president, who calls himself a low-temperature specialist, claims he is the first distributor Deepfreeze ever had. He said he started selling Deepfreeze in 1939 and since then has built up an organization that now serves 190 dealers in 70 counties of southern Ohio, northern Kentucky, and southeastern Indiana.

At the same time his firm builds and rebuilds low temperature process equipment for factories and distributes several different makes of air conditioning equipment, including Mitchell, Frick, and Carrier.

In connection with the home freezer operation, he also maintains a frozen food wholesaling division and supplies dealers with packaging materials. Jacobson said he carries an inventory of \$7,000 to \$12,000 on the latter.

Though trade-ins on home freezers have not yet become a problem, Jacobson has already worked out a plan covering old Deepfreeze units that he feels is of great assistance

to the dealer. This is the way it works:

The dealer can allow customers up to 25% of the original purchase price on their old Deepfreeze. These are usually the barrel-type freezers that are now out of production.

The dealer then turns over the unit to Jacobson who completely reconditions it and backs it with a year's guarantee at a cost of another 25% to the dealer. After his service mechanics get through with the unit, it is as good as the day it left the factory, the distributor declared.

They put in a complete new refrigeration unit, reinsulate it, and re-finish it, he said.

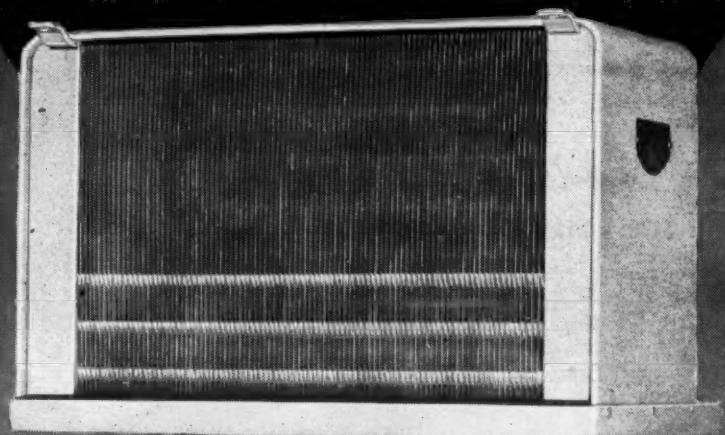
The dealer then takes back the unit and can sell it for 50% of its original purchase price. The dealer makes no profit on this transaction, Jacobson noted, but he makes his full profit on the new unit he sold and is able to attract additional business through the low price offering.

The dealer can make a profit, he admitted, by giving the customer less than 25% trade-in allowance and by selling the reconditioned unit for more than half price.

If the dealer does not want to resell the trade-in himself, Jacobson will sell it to another dealer for him.

(Concluded on next page)

Filterpure UNIT COOLERS



Compare

Exclusive Betz Coil Construction — Guaranteed Ratings
— Life Lubricated Motors — Built in Louvers — Built in
Liquid Distributor — Blade and Motor Mounted in Safety
Guard — Slotted Hangers — Streamlined Cabinet — Baked
Enamel Finish on Rust Proofed Steel — Eleven Sizes from
100 to 1490 BTU per 1° TD.

Stocked and sold by leading Refrigeration Wholesalers

BETZ CORPORATION
HAMMOND • INDIANA

This Man's Fish Story Pays Off

J. Jacobson, president of Deepfreeze Distributing Corp., is shown with one of the well-stocked freezers on his display floor. The fish he is holding is one that he caught two years ago in the upper Great Lakes. He finds that it is an effective convincer of the food preserving advantages of a freezer.



'Oldest Deepfreeze Distributor' Says Best Promotion Was Offer of Free Frozen Foods

(Concluded from preceding page)
In doing so, the distributor acts merely as a sales agent for the dealer and takes no profit on the transaction himself.

Two home economists are employed by the company. It is their duty to follow up on all new Deepfreeze installations and, as soon as possible after the unit is delivered, explain to the new owner just how to get the most benefit from her freezer.

Both home economists work out of Cincinnati and cover the distributor's entire 70-county area.

They also assist in staging home freezing schools and demonstrations in department and dealer stores. In addition, they prepare home freezing recipes and do experimental freezing in their own kitchens. The information they gather is included in a bulletin sent to all Deepfreeze owners every month or six weeks.

Jacobson said that the company plans to expand its facilities soon and will then build an experimental kitchen on the premises for the home economists to use.

The company employs nine servicemen who make all home freezer installations, according to Jacobson. They are given periodic schooling so that they keep up on the latest improvements and methods of servicing the line.

Though dealer servicemen are not

required to install the freezers, they are nevertheless brought into the distributor's workroom at intervals for schools where they completely tear down and reassemble a freezer.

Jacobson claimed that the best freezer promotion he has ever tried has been the offer of a certain quantity of frozen foods with the purchase of a freezer. He cited the instance of one dealer in Middletown, Ohio, who sold 17 freezers in one month on a single promotion of this kind. All of the dealer's sales were directly attributable to the promotion, according to Jacobson.

Other dealers have had similar success, he said.

Through his wholesale frozen food operation, he is able to offer dealers a packet of frozen foods that has a retail value of \$50 for \$33.78 or a \$25 kit for \$16.89.

Jacobson commented that of his 190 dealers, more than 40 of them are locker operators. These men, he declared, are doing a good job on home freezer sales.

In lining up prospective locker operator-dealers, Jacobson points out to them that they will make as much money off the sale of a single home freezer as they would off six to eight years of locker rental.

In addition, if the home freezer purchaser has owned a locker he will more than likely keep it. Even if he has no locker, he is a better

customer for processing—where the locker operator makes his real profit—than a mere locker renter.

The freezer owner is already sold on frozen foods and will usually bring more processing business than the man who only rents a locker.

Jacobson added that he has assisted more than one locker operator by passing on to him a list of Deepfreeze owners in his territory as prospects for processing business.

The distributor asserted that not all home freezer sales are made in rural areas—in fact, he finds his business divided about 50-50 between town and country.

In one Cincinnati apartment building, he noted, 12 tenants have purchased home freezers and have them installed in the basement.

As a means of boosting their home freezer sales, Jacobson is currently recommending to his dealers that they take on outside salesmen and take advantage of a Deepfreeze plan that permits them to buy a freezer for their own use at distributor cost.

He points out to them that dealers who have added outside help are increasing their sales.

Time Clock, Hot Gas System Defrosts Custom-Built Walk-In Every 6 Hours

ST. LOUIS—High efficiency in the storage of frozen foods for use in the employees' cafeteria of the new Famous-Barr department store in Clayton, Mo., has been provided by the installation of a low temperature walk-in refrigerator, custom-built for the store by St. Louis Butcher Supply Co., York dealer.

The employees' cafeteria is making unusually extensive use of frozen foods, and thus, construction plans called for one of the largest freezers in the St. Louis area, as part of operating equipment.

The big box is an 8-ft. by 9-ft. by 9-ft. unit, which will operate at a continuous -10° F., powered by a 2-hp. York condensing unit. Built of hardwood, the refrigerator is covered with stainless steel, and has thick spun-glass insulation in all walls, floor, and ceiling.

Refrigeration is provided by a

dome-type blast blower unit cooler, which provides an even circulation of sub-zero air over large quantities of frozen foods.

An important feature of the new installation is the automatic hot-gas defrosting system.

With the combination of a time clock, and hot-gas defrosting, the big box defrosts itself automatically once every six hours running time, or, once in every 12-hour period.

Two or three minutes only are required for complete defrosting, according to A. Seifert, refrigeration engineer who installed the job.

"The automatic time-clock actuates a solenoid valve on the hot-gas side of the condenser," Seifert explained. "As a result of this defrosting system, it is never necessary to take the box out of service for more than a few minutes a day in order to give continuous economical refrigeration."

ARE YOU KEEPING UP with JORDON?

For months, now, JORDON has been setting a merry pace with these BUSINESS BUILDING, PROFIT PRODUCING

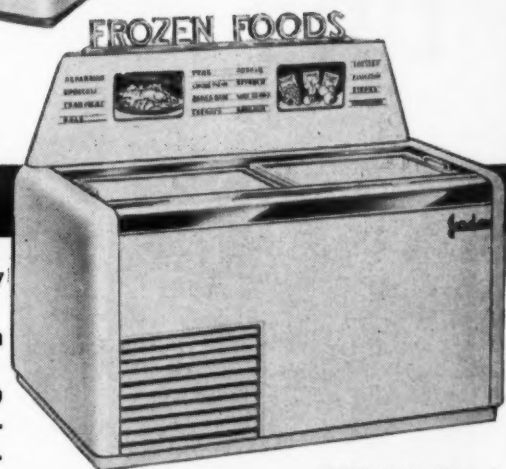
HOME AND FARM FREEZERS

Each model thoroughly keyed to the times. Built for heavy duty use, packed with quality points that make selling easy. And JORDON serves the great frozen food and package ice cream industry with this handsome line of merchandisers used by leading distributors and processors.

SOLD WITH A 5 YEAR WARRANTY PLAN for FOOD SPOilage and for HERMETIC SEALED UNITS

MERCHANDISERS

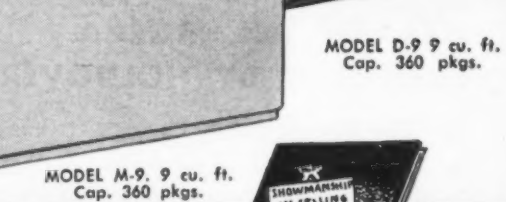
- SHOWMANSHIP in every detail.
- EXTRA LARGE CAPACITY in smallest dimensions.
- 3-DIMENSIONAL PHOTO display panels with glowing, formed plastic letters.
- IMPROVED REFRIGERATION features exclusively JORDON.
- A FULL RANGE OF SIZES.



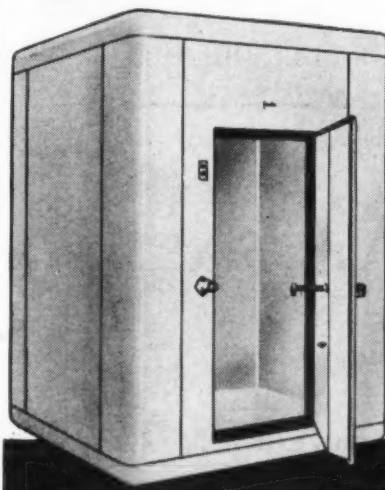
MODEL M-16, 16 cu. ft. Cap. Approx. 592 Std. Pkgs.



MODEL D-9 9 cu. ft. Cap. 360 pkgs.



MODEL M-9, 9 cu. ft. Cap. 360 pkgs.



Sectional WALK-IN FREEZERS and COOLING ROOMS

(Above) MODEL M-24, 24 cu. ft. Cap. Approx. 975 Std. Pkgs.

HOW WOULD YOU SELL REFRIGERATION TO THE PROSPECT WHO SAYS

I NEED NEW EQUIPMENT BUT I DON'T HAVE THE MONEY FOR IT



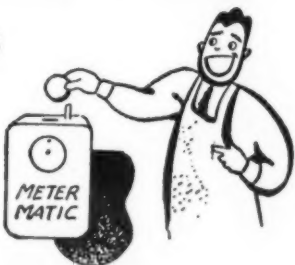
He is in the habit of paying his suppliers daily—

As a result, at the end of the month there is not enough left to pay large down payments and lump sum monthly payments.

Your Answer Is THE METER PLAN

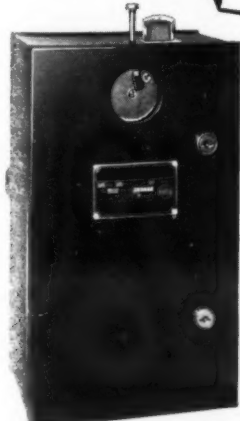
OF DAILY SAVINGS

Your Customer Deposits Just a Few Quarters a Day.



METER-MATIC COIN METERS ARE:

- LOW IN PRICE
- SIMPLE TO INSTALL
- FULLY GUARANTEED



Meter-Matic DM6 Meter Two Door Case

MAIL THIS COUPON TODAY

INTERNATIONAL REGISTER CO.
2626 W. Washington Blvd.,
Dept. 69-R, Chicago 12, Ill.

Please send me FREE: ☐ Meter Catalog
☐ Meter Plan for Selling Commercial Refrigeration

Company Name
Address
City Zone State

Write for Latest Catalogs
JORDON
AMERICA'S MODERN COMPLETE LINE
JORDON REFRIGERATOR CO.

Factory and Sales Division
58th St. and Grays Ave., Phila. 43, Pa.

EXCLUSIVE EXPORT DISTRIBUTOR: CANNON & MILLER
35 W. 42ND STREET, NEW YORK • CABLE: CANANWILL

Wall WIRE PRODUCTS COMPANY

Manufactures of...

REFRIGERATOR SHELVES · STAMPINGS
FORMED AND WELDED PRODUCTS



Stainless Steel Refrigerator Shelves
Eventually - why not now?

WALL WIRE PRODUCTS COMPANY Plymouth, Michigan

**REFRIGERATION AND AIR CONDITIONING
UNITS · PARTS · TOOLS · SUPPLIES**

NEW Latest Prices
Wanted Lines

Write Today for Your Copy

Why spend valuable business hours and car expense on trips to buy parts? Get fast low-cost delivery from our large, complete stocks. Airo serves buyers in 48 States and overseas.

Wholesale Only
Please Write on Your Letterhead



AIRO SUPPLY CO.
2732 N. ASHLAND AVENUE · CHICAGO 14, ILL.

Home Freezer Specifications

Master-Bilt

Master-Bilt Refrigeration Mfg. Co., 920 Palm St., St. Louis 7, Mo.

Chest or upright type	Chest	Chest
Model No.	011	017
Separate freezing section?	No	No

DIMENSIONS: (In Inches)

Exterior: Height	33	33
Width	48	66
Depth	29	29

CAPACITY (In Cu. Ft.)

Storage compartment	11	17
---------------------	----	----

INTERIOR EQUIPMENT

Partitions (No.)	1	1
------------------	---	---

WEIGHT (Lbs.)

Shipping	490	610
----------	-----	-----

PRICE \$403.75 \$473.30

INSULATION

Kind Fiberglass and cork

Thickness: (In Inches)

Top	4
Sides	4
Bottom	4

LIDS

Number	One
Lid support	Yes

REFRIGERATION EQUIPMENT

Cooling medium	Plates
Compressor:	
Make	Kelvinator

Sealed or open Sealed

Location in freezer Deck mounted

on top with hood cover

Refrigerant "Freon-12"

Make of control Ranco

Accessible for user

adjustment? Yes

CONSTRUCTION AND FINISH OF

Cabinet Heavy wood frame covered with baked grey enamel on steel

Interior liner Stainless steel

PROTECTION PLAN

Warranty One year

International Harvester Appoints 3 Distributors

CHICAGO—Appointment of three distributors of its refrigerators and freezers has been announced by International Harvester Co.

The new distributors are Chapman & Wilhelm Co., Charlotte N. C.; Lack's Wholesale Distributors, Inc., Houston, Tex.; and Electric Sales & Service Co., Atlanta, Ga. Chapman & Wilhelm will cover North and South Carolina; Lack's, seven counties in the Houston area; and Electric Sales & Service, Georgia.

I-H said the appointments will materially increase distribution facilities in urban areas.

United

United Refrigerator Co., Hudson, Wis.
Chest or upright type Upright
Model No. UF-15
Separate freezing section? No

DIMENSIONS (In Inches)

Interior: Height	6 spaces @ 7"
Width	29 1/2"
Depth	19 1/2"
Exterior: Height	73"
Width	39 1/2"
Depth (less doors)	29 1/2"
Depth (over-all)	31 1/2"

CAPACITY (In Cu. Ft.)

Freezer compartment	15
---------------------	----

INTERIOR EQUIPMENT

Partitions (No.)	1
Shelves (No.)	6
Thermometer	Yes

INSULATION

Kind Cork bottom

Fiberglass top and sides

Thickness: (In Inches)

Top	5
Sides	5
Bottom	5
Door	5

DOORS

Number	2
Provision for locking?	Yes

WEIGHT (Lbs.)

Net	520
Shipping	650

PRICE \$525

REFRIGERATION EQUIPMENT

Cooling medium Top, bottom, and

coiled shelves

Refrigerated surface area

(sq. ft.) 30.4

Compressor:

Make Tecumseh

Sealed or open Sealed

Location in freezer Base

Refrigerant "F-22"

Make of control Cutler-Hammer

Accessible for user

adjustment? Yes

Location Lower front panel

Condenser: Type Finned

Forced or natural convection Forced

CONSTRUCTION AND FINISH OF

Cabinet White Dulux (high baked)

Interior liner Abrasion resisting

enamel

Material in evaporator Copper

PROTECTION PLAN

Warranty 5 years on condensing

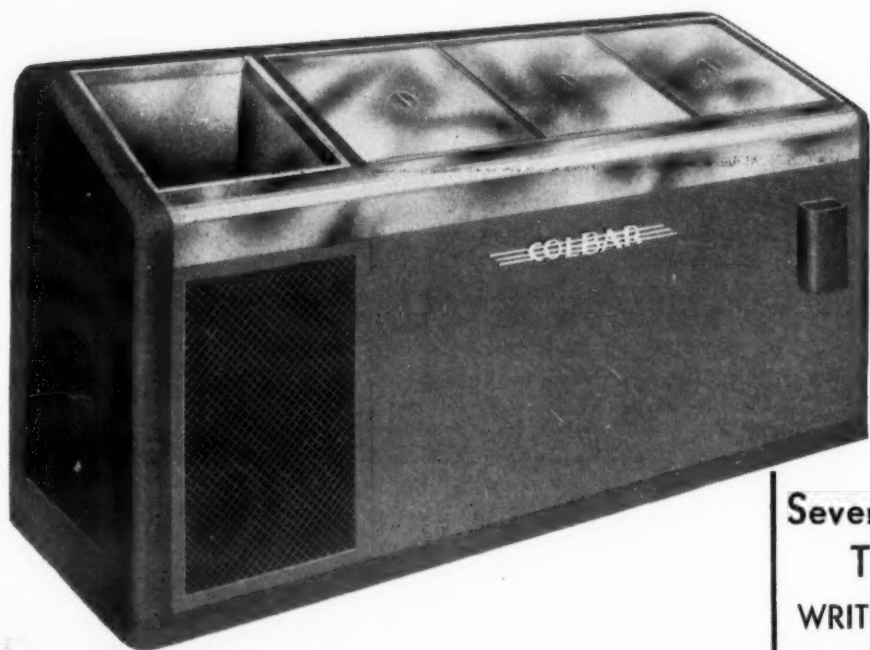
unit, 1 year on cabinet and

accessories

PROFITS come your way

when you sell **COLBAR**

DRY Beverage Coolers



*THE COLBAR DRY BEVERAGE COOLER IS ADAPTABLE TO ANY STANDARD COMPRESSOR

Opportunity

Several fine Distributors' Territories Open.
WRITE FOR FULL DETAILS.

MODEL SC255 ILLUSTRATED.
SELF-CONTAINED AND REMOTE
MODELS—17, 25 1/2, 34, 42 1/2 CASES.

Here's a sales story that's hard to beat
COOLING BY HOLDOVER PLATES

- ★ No moving parts
- ★ Provides stored refrigeration
 - cuts operating cost
 - increases life of unit
 - absorbs shock warm load
 - reloading one compartment does not affect temperature in other compartments

- ★ All steel construction
- ★ Stainless steel trim, lids
- ★ Sheet cork insulation
- ★ Infra-red baked-on enamel

COLBAR, INC.

1070 W. THIRD AVE.
COLUMBUS 12, OHIO

TAKE THE PROVED WAY
TO TROUBLE-FREE DRYING

PA 100

DAVISON Refrigeration Grade SILICA GEL

Non-Corrosive, Even In A Permanently-Installed Dryer . . .
Cannot Deliquesce or Liquefy . . .

Leading refrigeration engineers have made PA-100 their standard for refrigeration drying because their experience has proved PA-100 gives instant drying to well below the freeze-up level . . . assures dust-free drying, no caking or channeling of refrigerant, maximum drier capacity, removal of acids and other corrosive compounds . . . all the features you look for in a reliable refrigerant drier.

Ask your jobber for dehydrators charged with PA-100 . . . or, for the bulk can with the blue label.

*T.M. REG. APP. FOR



THE DAVISON CHEMICAL CORPORATION

Progress through Chemistry

BALTIMORE-3, MD.

PIONEERS AND DEVELOPERS OF SILICA GEL

Canadian exclusive agents for DAVISON SILICA GEL:
CANADIAN INDUSTRIES LIMITED, Sales Division—Chemicals Department

Carrier

Carrier Corp., 300 S. Geddes St., Syracuse, N. Y.

Chest or upright type	Upright	Upright
Model No.	14C5	14C7
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	50 3/4	49 3/4
Width	29	64 3/4
Depth	16 1/4	15 1/4
Exterior: Height	74	74
Width	39 1/4	77
Depth (without doors)	27 3/4	27 3/4
Depth (with doors)	32 1/4	32 1/4

CAPACITY (In Cu. Ft.)

Freezer and storage compartment	15	30
---------------------------------	----	----

INTERIOR EQUIPMENT

Shelves (No.)	4	4
Light	No	No
Thermometer	No	No

INSULATION

Kind	Fiberglas	Fiberglas
Thickness: (In Inches)		
Top	5	6
Sides	5	6
Bottom	5	6
Door	6	6

DOORS

Number	1	2
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	515	840
Shipping	610	1,010

PRICE* \$499.50 \$769.50

*Suggested retail price includes warranty, freight, delivery, installation, and service.

REFRIGERATION EQUIPMENT

Cooling medium...Refrigerated shelves

Refrigerated surface area

(sq. ft.)...14C5, 20.15; 14C7, 48.65

Compressor:

Make...Tecumseh

Sealed or open...Sealed

14C5, 1/4 hp.; 14C7, 1/2 hp.

Location on freezer...Beneath the cabinet

Refrigerant...“Freon-22”

Make of control...Ranco

Accessible for user

adjustment?...Yes

Location...Control dial inside freezer

Condenser: Type...Plate-fin type

Forced or natural convection...Natural

Type of warning device...Small out-

side light indicates when “on” that

unit is operating properly

CONSTRUCTION & FINISH OF

Cabinet and interior liner...steel;

Bonderized baked enamel

Materials used in evaporator...Alu-

minum shelves with copper cooling

coils

PROTECTION PLAN

Five-year warranty. Complete unit guaranteed for one year, refrigeration unit guaranteed for next four years. Optional food insurance policy, 14C5 \$15 for five years insures up to \$300; 14C7 \$25 for five years insures up to \$500.

SPECIAL FEATURES

Reach-in convenience—no shelf too high or low. Direct contact plate freezing—assures even temperatures for storage and slow circulation to reduce dehydration of foods. Extra-heavy insulation. Temperature control—a simple touch of a dial provides storage temperature or freezing temperature. Easy defrosting. An adjustable “Stock-Aide” bar to hold piles of packages firmly in place on shelves. Has adjustable index and inventory tabs.

Home Freezer Specifications**Masterfreeze Cold Vault**

Masterfreeze Corp., Sister Bay, Wis.

Chest or upright type	Chest	Chest
Model No.	15T	20T
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	23	23
Width	61	84
Depth	18	18
Exterior: Height	33 1/2	33 1/2
Width	72	95
Depth	29	29

CAPACITY (In Cu. Ft.)

Freezer compartment	(Approx.) 15	20
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INTERIOR EQUIPMENT

Partitions	Yes (extra)	
------------	-------------	--

INSULATION

Kind	Zeroce	
Thickness: (In Inches)		
Top	3	3
Sides	5	5
Bottom	6	6

LIDS

Number	2	2
Lid support	Yes	Yes
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	700	875
Shipping	810	1,025

PRICE \$399.50 \$489.50

REFRIGERATION EQUIPMENT

Cooling medium...Wrap around plate

Refrigerated surface area

(sq. ft.)...15T, 25 1/4; 20T, 32 1/4

Compressor:

Make...Tecumseh or Universal

Location in freezer...Top or end

Refrigerant...“Freon”

Make of control...Ranco

Accessible for user

adjustment...Yes

Location...Compressor com-

partment

Motor hp...1/2

Condenser: Type...Finned

Forced or natural convection...Forced

CONSTRUCTION AND FINISH OF

Cabinet...Wood frame, 1/4-in. Masonite,

white enamel finish

Interior liner...Special Kold-Hold

liners

Material in evaporator...Steel

PROTECTION PLAN

Warranty...1 year, also 5-year

optional warranty on hermetically

sealed motor compressor assemblies

for \$5 additional

Guarantee...Standard one year

Food insured up to \$300 for 5 years,

against spoilage due to mechanical

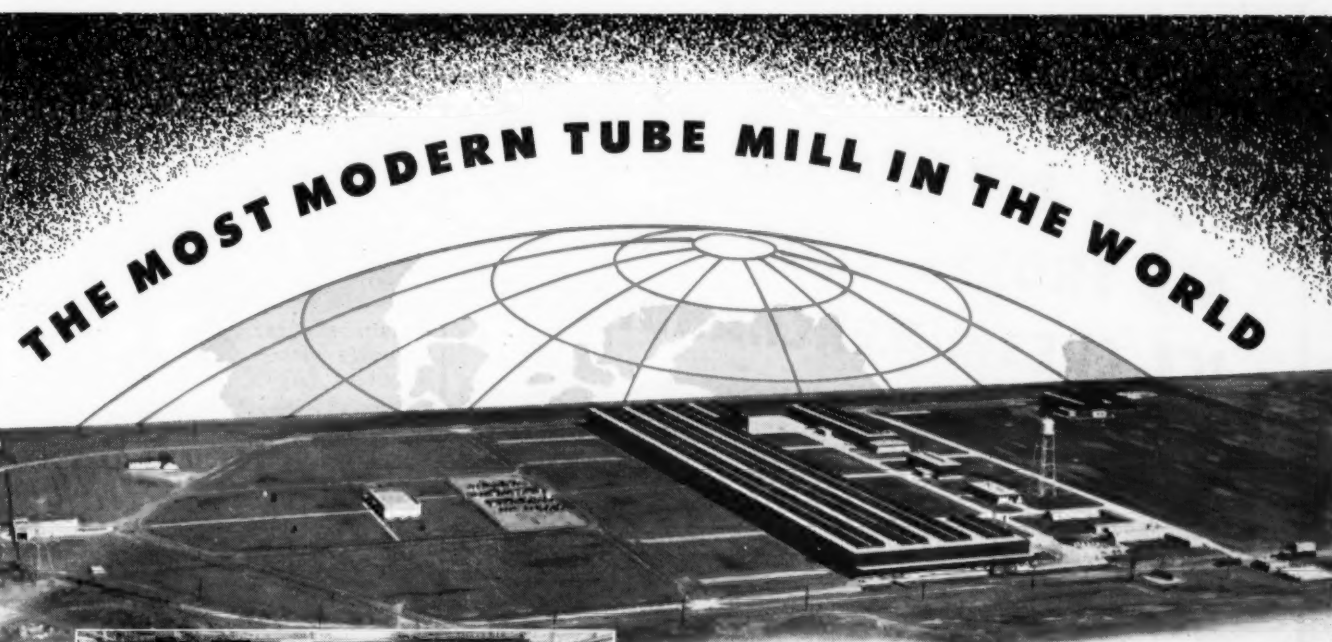
or power failure.

SPECIAL FEATURES

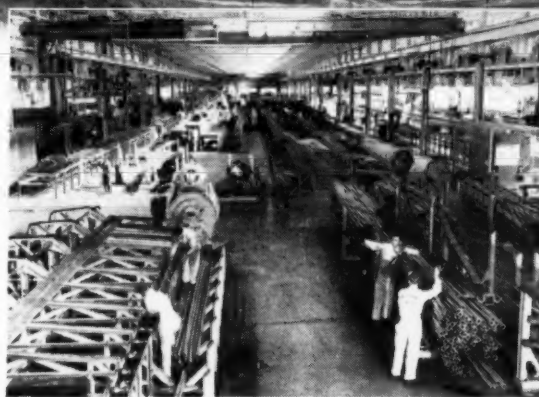
Not built for beauty but as a locker

plant for the farm and home. Sold

direct to dealers from factory.

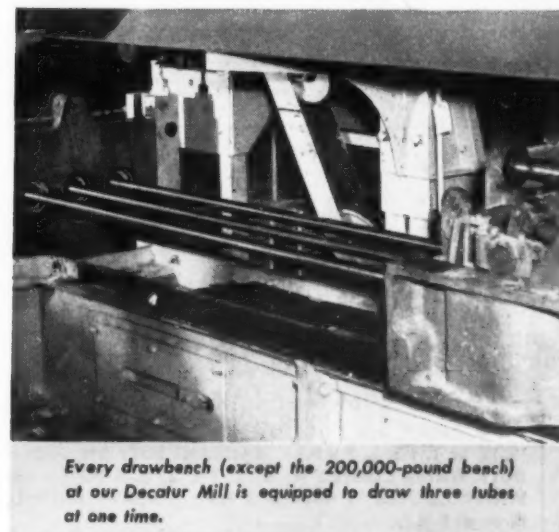
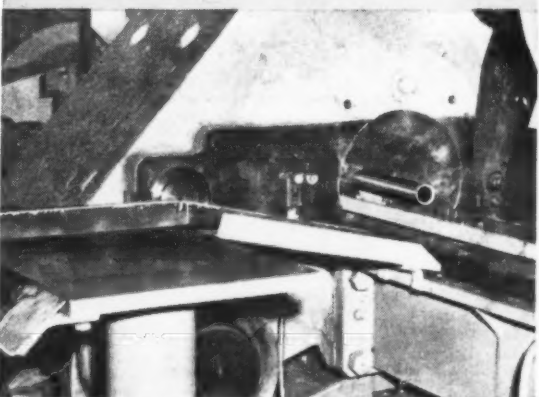


THE MOST MODERN TUBE MILL IN THE WORLD



Nearly 300,000 sq. ft. of this building are occupied by the finest equipment—and some of the largest—ever installed. Here billets are drawn into tube—the largest measuring 5' O.D. and the longest straight tube measuring 160 ft.—quality controlled from ore to finished product, every step of the way.

Only horizontal extrusion is employed at the Decatur Mill. One new extrusion press (2400 ton) has capacity to process 10,000 pounds of tube an hour.



Every drawbench (except the 200,000-pound bench) at our Decatur Mill is equipped to draw three tubes at one time.

Would you like a copy of our pamphlet "Statement of Scope"?

3 Big Reasons Why

HUNDREDS OF SERVICE MEN

PREFER TO SERVICE

HUSSMANN
REFRIGERATION EQUIPMENT



*They Admire the
Fine HUSSMANN Engineering*

Competent, experienced Refrigeration Service Men tell us that it's a real pleasure to work on dependable, HUSSMANN Equipment. It's simply the admiration one good workman always has for another's fine workmanship.



*They Appreciate the
Liberal HUSSMANN Contract*

Service Men who work for HUSSMANN in the field are protected by a contract which assures them complete protection as to rates, compensation, etc.



They Profit Through HUSSMANN'S Huge Volume

Because HUSSMANN Equipment is in such great demand—and because so many HUSSMANN Installations are constantly being made—Service Men in every section of the country get regular, frequent calls that result in a dependable, consistent source of income.

HUSSMANN
REFRIGERATION, INC.

HUSSMANN BUILDING • ST. LOUIS 6, MO.

Canadian Subsidiary: Ruddy Freeborn Co., Ltd., Bramford, Ont.



WOLVERINE TUBE DIVISION

CALUMET AND HECLA CONSOLIDATED COPPER COMPANY

INCORPORATED
MANUFACTURERS OF SEAMLESS NON-FERROUS TUBING

1413 CENTRAL AVENUE

DETROIT 9, MICHIGAN

Home Freezer Specifications

Harderfreeze (Harder Refrigerator)

Harder Refrigerator Corp., subsidiary of Tyler Fixture Corp., Cobleskill, N. Y.
Chest or upright type.....Chest Chest Upright Upright
Model No.HC-12C HC-18C HU-9F HU18-F
Separate freezing section?No No No Yes

DIMENSIONS (In Inches)

Interior: Height	25	25	36	36
Width	41½	62¼	23¾	50
Depth	20	20	18	18
Exterior: Height	36	36	60	60
Width	63½	84¼	33¾	60
Depth	28	28	28	28

CAPACITY (In Cu. Ft.)

Freezer compartment	0	0	0	3
Storage compartment	12	18	9	15

INTERIOR EQUIPMENT

Partitions (No.)	1 stationary, 4 adj.	3	6	6
Shelves (No.)	0	0	3	6
Baskets (No.)	1	2	0	0
Thermometer	Yes	Yes	No	No

INSULATION

Kind	Tyler Certified Insulation			
Thickness (In Inches)				
Top	4	4	5	5
Sides	4	4	5	5
Bottom	5	5	5	5
Door	5	5	5	5

LIDS OR DOORS

Number	1	1	1	2
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	460	540	460	700
Shipping	525	775	550	855

PRICE

	\$359	\$459	\$369.50	\$579.50
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(Slightly higher west and southwest)

REFRIGERATION EQUIPMENT

Cooling mediumPlate
Refrigerated surface area
(sq. ft.)Model HC-12C, 14;
HC-18C, 21; HU-9F, 14.2;
HU18F, 29.5

Compressor:

Make....Coplemetic and Kelvinator
Sealed or open.....Sealed
Location in freezer.....HC-12C,
HC-18C, left end; HU-9F,
HU18F, bottom

Refrigerant“F-12”

Make of control.....Ranco “B”

Accessible for user

adjustment?Yes

Location.....HC-12C and HC-18C,
upper left front; HU-9F and
HU18F, lower right bottom

Condenser: TypeFinned

Forced or natural convection.....Forced

Type of warning device.....HU-18F,
buzzer; all other models, light

CONSTRUCTION AND FINISH OF

Cabinet.....Welded steel, durable

white baked-on enamel

Interior liner...Welded steel—durable

white baked-on enamel

Material in evaporator.....Steel

PROTECTION PLAN

Warranty5 years

Guarantee1 year

SPECIAL FEATURES

Chest models: Instrument panel has thermometer, warning signal, and control knob; ventilated recessed base, adjustable wire dividers, collapsible Freez-BASKET, pressure lock, self-balancing lid, exclusive center plate coil (100% efficiency).

Upright models: Large capacity processing compartment, all corners rounded, easy access to compressor, heavy-duty double seal doors, heavy-duty chrome-plated hardware.

Constructive Attitude

When Locker Renter Buys Freezer, Operator Sells Him on Using Plant for Large Processing Jobs

BADEN, Mo.—Instead of complaining bitterly over the loss of customers when his former locker renters buy a home freezer, owner Albert Streit of Baden Food Lockers here, transfers their names to another list, and continues profits through special freezing services for home freezer owners.

Streit had a full house until late 1948, when intense promotion on home freezers in the farm area just north of St. Louis resulted in many vacancies.

“I lost a dozen locker tenants in a few days, and another dozen at the end of the program,” Streit smiled.

When the locker renter told Streit that he wanted to cancel a locker contract because of purchasing a home freezer, Streit didn't get irritated. Instead, he offered the home freezer owner the same processing conveniences as before, at the same price, plus special freezing service at one cent per pound.

“Most of the freezer buyers are pleased at this attitude,” Streit said. “When they try to store a side of beef or any other foods in large quantities, they see the advantages of having us quick-freeze everything which goes into the home freezer.”

“I point out that the home freezer naturally has its limitations, and that it is a strain on the unit to put a warm 150 lb. side of beef in it. Often the machine will run 36 hours to chill such a load.”

Baden Locker's chillroom, on the other hand, can pull down the temperature to zero in a few hours. Therefore, Streit urges his former locker renters to let him sharpfreeze all large quantity foods at 1 cent per pound, and has been successful in every case.

“As a result I'm selling processing, freezing, wrapping, and other services to the same customers, just as if they were renting lockers,” he explained.

Hotpoint

Hotpoint, Inc., 5600 W. Taylor, Chicago

Chest or upright typeChest Chest
Model No.EK4-3 EK8-3
Separate freezing section?No No

DIMENSIONS (In Inches)

Interior: Height	19½	20
Width	24	39½
Depth	14¾	17½
Exterior: Height	36	36
Width	33	48½
Depth	27¾	30¾

CAPACITY (In Cu. Ft.)

Freezer compartment	4.0	8.0
---------------------	-----	-----

INTERIOR EQUIPMENT

Shelves (No.)	0	1
Baskets (No.)	2	3
Light	Yes	Yes

INSULATION

Kind	Fiberglas	Fiberglas
Thickness: (In Inches)		
Top	4	4
Sides	4	4
Bottom	4	4

LIDS

Number	1	1
Lid support	Counterbalanced	Counterbalanced
Provision for locking?	No	Yes

WEIGHT (Lbs.)

Net	184	243
Shipping	215	288
PRICE	\$219	\$319

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.).....EK4-3, 10.5; EK8-3, 15.9

Compressor:

MakeG-E

Sealed or openSealed

Location on freezer.....Bottom

Refrigerant“F-12”

Make of controlG-E

Accessible for user

adjustment?Yes

LocationBack top

Condenser: TypeFinned

Forced or natural convection.....Forced

CONSTRUCTION & FINISH OF

Cabinet.....White Calglos finish on

steel

Material in evaporator....Aluminum

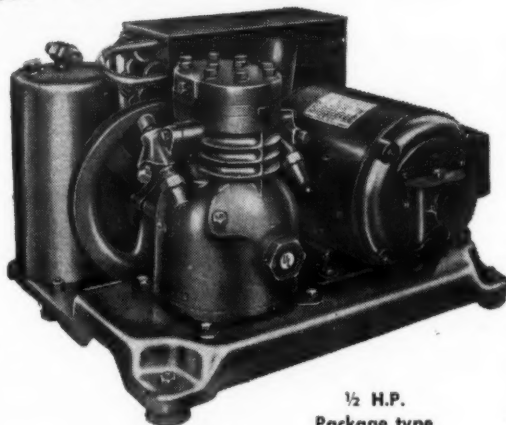
PROTECTION PLAN

One year warranty on complete

freezer. Five years on unit.

BEST BET FOR HOME & FARM FREEZERS ALL FROZEN FOOD AND ICE CREAM MERCHANDISERS

ALL BTU CAPACITIES
STANDARD
Lehigh
BLU-COLD
COMMERCIAL
REFRIGERATION
4 S R E
PACKAGED
TYPE
UNITS



½ H.P.
Package type

RUGGED • COMPACT Loaded with Capacity!

SUCTION TEMP.	—20	—10	0	+10	+20
SUCTION PRESSURE	.5"	4.5"	9.2"	14.7"	21.1"
¼ H.P. B.T.U.	940	1200	1525	1775	2225
½ H.P. B.T.U.	1175	1550	2000	2100	2550
¾ H.P. B.T.U.	1720	2260	2700	3380	4160

DIMENSIONS	LENGTH	DEPTH	HEIGHT
¼ H.P.	18¾"	14¾"	12¾"
½ H.P.	18¾"	15½"	12¾"
¾ H.P.	18¾"	17¾"	12¾"

STANDARD EQUIPMENT

Used as Standard Equipment by many of the Country's leading refrigerator manufacturers—because they always give 100% satisfaction!

The Following BLU-COLD Units Now Available

• PACKAGED AIR COOLED ¼, ½, ¾ H.P.; • HEAVY DUTY AIR COOLED ½, ¾, 1, 1½, 2, 3 H.P.; • STANDARD DUTY AIR COOLED ½, ¾, 1, 1½, 2, 3, 5 H.P.; • COMBINATION AIR & WATER COOLED ½ through 2 H.P.; • HEAVY DUTY TRUCK UNITS ¾ H.P. through 2 H.P.

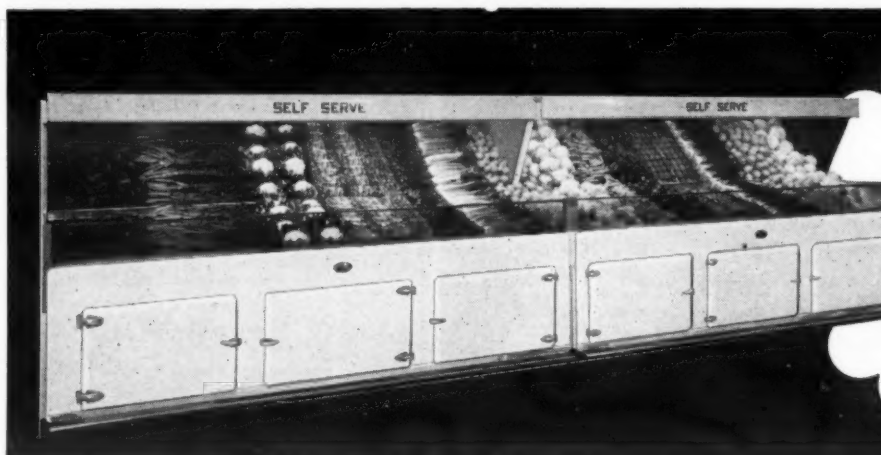
For High, Medium, Low Temperature, Freon 12 or Methyl Chloride. Units for special applications in all capacities. Write for condensed catalog.

WRITE FOR CATALOG AND SERVICE PARTS LIST



Lehigh Manufacturing Co.
Plant: LANCASTER, PENNA.

Export Department • 39 BROADWAY, New York 6, N. Y.



NEW
Model UL-2610
MULTIPLIES
SALES
OPPORTUNITIES

For Single or Continuous Display of Dairy Products, Produce or Meats

Small, medium or large stores—all are prospects for the Sherer Model UL-2610 Self Serve Display. You can sell it singly or in multiples of two, three or more for display of dairy products, produce, or meats. Well-known Sherer quality plus ten outstanding features make UL-2610's easy to sell . . .

a repeat sales builder . . . and the biggest value your customers' money can buy. Multiply the sales opportunities of UL-2610 by the 39 other nationally advertised Sherer models of all types and sizes and see why a Sherer franchise will build your volume, profit and reputation.



SHERER

MEAT
DISPLAY CASES

REFRIGERATORS

SELF-SERVE
CASES

WALK-IN
COOLERS

SHERER-GILLETT COMPANY

Marshall, Michigan

WRITE FOR
BULLETIN
AND
FRANCHISE
INFORMATION

Freezer Packaging Guide

G-E Consumers Institute Compiles Data on Materials For Wrapping All Kinds of Foods

BRIDGEPORT, Conn.—To help homemakers package foods for freezing and long-time storage in a home freezer, the General Electric Consumers Institute has compiled a recommended list of 10 types of available packaging materials.

The recommendations are based on continuous materials tests made by General Electric homemaking experts and engineers with all kinds of freezable foods.

In issuing the list, the Consumers Institute said that all the approved materials give satisfactory protection against loss of moisture—and resultant drying out of the packaged foods.

"These are the only materials we know of," it said, "in which foods can safely be wrapped for storage of up to a year. Ordinary paper or cardboard should never be used."

LIST OF MATERIALS

The list follows:

Aluminum foil, cellophane, Pliofilm, and polyethylene are used for wrapping irregularly shaped foods such as meat, fish, fowl, cakes, and pies. Aluminum foil should be molded around the food to be stored to eliminate air, and it should then be folded in the same way that a drugstore wraps packages.

No stockinette is necessary, but a special pencil or ink is needed to label the package. The foil is reusable if handled carefully. It must be at least .0015 inch thick. Thinner foil is for ordinary household use only.

Cellophane should be drugstore-wrapped and protected with stockinette. For best results it should then be sealed with a hot iron. The package is easily labeled by inserting a card inside of the stockinette or tying a tag to the package. The cellophane is not generally reusable.

Pliofilm, which may be reused, is handled like cellophane. Heat sealing is more difficult unless a special sealing device is used.

USING POLYETHYLENE

Polyethylene should be drugstore wrapped. Stockinette is not required but is desirable to eliminate air pockets in the package. The package can be held together with string or tape if stockinette isn't used. The material should be heat sealed, preferably with a special device. It is reusable, and is very rugged and pliable even at zero.

Cellophane, Pliofilm, and polyethylene bags without cartons are used for wrapping irregularly shaped foods and for dry packaging of vegetables. These bags come closest to being all-purpose packaging materials, but are not recommended for liquids.

Cellophane bags should be made of two thicknesses and should be heat sealed. Pliofilm and polyethylene bags can be heat sealed, or the top may be twisted and tied in a knot or folded over and fastened with string or a rubber band.

Polyethylene bags are definitely reusable. Pliofilm is reusable if handled with moderate care. Cellophane usually cannot be used again.

Waxed folding cartons, which must incorporate a cellophane, Pliofilm, or polyethylene bag or liner, are used for dry packaging of vegetables or cuts of meat and fish small enough to fit.

The boxes are lightly waxed and give extra protection against drying out of the food; but their main functions are to protect the liner from tearing and to facilitate stacking in the home freezer. The cartons fold flat when not in use. They can be filled from one end or from one side.

Heavily waxed cartons requiring no liner are used for liquid or dry packaging. They come in several sizes and shapes. The tub-shaped

carton with disc-like snap-in lid is easy to fill, and the contents can be removed without waiting for complete thawing.

The cartons stack well in the freezer and nest together when empty. They waste freezer space, however, because they are round.

SQUARE CARTON STACKS WELL

The square carton with full-opening top and molded plastic cover also has tapered sides, which permit easy stacking and emptying. The lid is easy to apply and remove, and can be used indefinitely (cartons can be purchased without lids). The cartons stack well in the freezer and use space efficiently.

Molded clear plastic containers are also used for liquid or dry packaging. They are square, with tapered sides, and nest or stack easily. The full-opening top permits removal of food without thawing. The cover is flexible to provide a good seal, and is easily applied and removed. The entire container can be used over and over again.

Another container for liquid or dry packaging is made of heavy aluminum foil. This is not ideal for liquids because sides are not as rigid as the molded plastic container. Another slight drawback is the fact that the heavy foil lid must be crimped on with a special tool. This isn't a difficult job, but is something of a nuisance.

On the other hand, the aluminum foil container has a unique advantage in that the frozen food it contains can be cooked right in it. And because aluminum is a good heat conductor, food is frozen faster in this carton than in others.

The container is rectangular and has tapered sides and consequently stacks and nests well. Because of the lid, however, this container is not reusable.

A fourth type of container for liquid or dry packaging is the glass freezer jar, specially designed for use in home freezers. This has a full-open mouth so that contents can be removed without thawing and has a flat top so that one jar stacks easily on another. They do not nest when empty, however, and the round shape wastes freezer space. They are reusable indefinitely.

The Consumers Institute points out that ordinary glass canning jars can also be used for freezing foods, but because of the small mouth the food must be completely thawed before it can be removed.

Chicago Contractors Plan Golfing, Dinner, July 19

CHICAGO—The Refrigeration and Air Conditioning Contractors Association of Chicago (formerly the Refrigeration Contractors Association of Chicago) will hold its second annual golf outing and dinner at the Midlothian Country Club, Midlothian, Ill., on Tuesday, July 19.

Tickets may be secured from the association headquarters which is located at 228 N. La Salle St., Chicago 1.

Western Dealers Flock to Distributor's 'Home Show'

DENVER—Hundreds of appliance dealers from all over the Rocky Mountain area trekked here early in May to see the Auto Equipment Co. "Home Show" staged in the Shirley Savoy hotel.

The event was declared by E. L. Huff, sales manager of the distributorship, to be the first of its kind presented at the distributor level. (Huff announced his resignation at a dinner preceding the event. He is now in business for himself.)

Eighteen appliance manufacturers sent representatives to man booths at the show, it was reported. Outstanding displays included the \$500,000 gold-plated collection of Knapp-Monarch traffic appliances and the complete line of Norge appliances.

Admission to the show was limited to dealers for the first two days. The show was thrown open to the public for the final day. The event was advertised to the public through a full-page newspaper advertisement and radio interviews conducted from the show floor.

Factory representatives had both an opportunity to discuss mutual problems with dealers, some of whom traveled more than 500 miles to attend and to sell their products.

Shore Club To Be Air Conditioned

MIAMI BEACH, Fla.—Complete air conditioning is planned for the new Shore Club which will join the Deluxe ocean front hotel of Miami Beach.

SPECIFY
DEHAVAN
WHEN YOU NEED

CONNECTING RODS

A COMPLETE LINE OF COMPRESSOR REPLACEMENT PARTS

DEHAVAN MANUFACTURING COMPANY
3009 SIXTH AVENUE
DES MOINES 13, IOWA

Now You can sell
all your prospects
WITH WILSON

Now you have a new and exclusive advantage to help you sell Wilson Self-Contained Models with storage capacities from 280 lbs. to 875 lbs., and Wilson Sectional Models with storage capacities from 780 lbs. to 4,018 lbs.

Ten models to choose from—in sizes from 8 cu. ft. to 120 cu. ft.

ALL WILSON FREEZERS ARE COVERED BY THE NEW 5-YEAR WARRANTY PLAN

- It protects your customers against food loss, due to power shortage or unit breakdown.
- It guarantees you replacement of any defective sealed unit.

Wilson helps you make sales with a national merchandising and advertising program in the following publications:

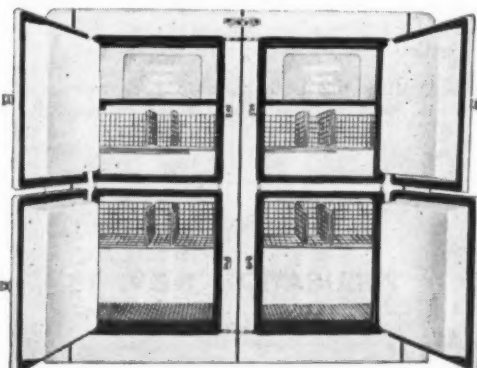
Country Gentleman • Poultry Tribune • Hoard's Dairyman
Farm Quarterly • Ice Cream Review

Some valuable franchises still available.

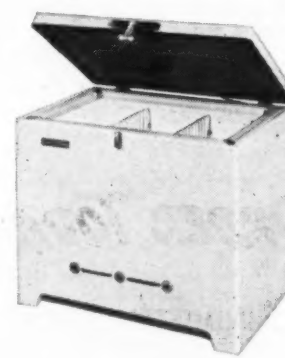
Write or wire Dept. 6-AC today



Sectional Model FF-30



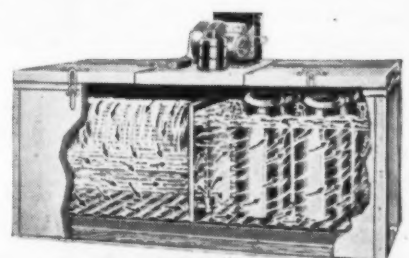
Sectional Model FF-60



Freezer Chest Model F-8



Beverage Cooler



Zero-Flow Milk Cooler



Freezer Chest Model F-12

WILSON REFRIGERATION, INC.

DIVISION OF WILSON CABINET CO., INC.
SMYRNA, DELAWARE

FARM MILK COOLERS AND FREEZERS • COMMERCIAL REFRIGERATION

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Air Conditioning & Refrigeration News
450 W. Fort St.
Detroit 26, Mich.

Home Freezer Specifications

Coolerator

Coolerator Co., 128 West First St., Duluth, Minn.

Chest or upright type	Chest	Chest
Model No.	F151	F101
Separate freezing section?	Yes	No

DIMENSIONS (In Inches)

Interior: Height	25%	19%
Width	61%	46%
Depth	19%	19%
Exterior: Height	38	40%
Width	72	54%
Depth (including hardware)	30%	30%

CAPACITY (In Cu. Ft.)

Freezer compartment	1.82	0
Storage compartment	13.28	10.3

INTERIOR EQUIPMENT

Baskets (No.)	4	4
Light	No	Yes

INSULATION

Kind	Cell-U-Fiber (K-25)	
Thickness (In Inches)		
Top	4	3½
Sides	5	4
Bottom	5	4

LIDS

Number	1	1
Lid support	Yes	Yes
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	457	300
Shipping	610	360

PRICE	\$499.50	\$349.50
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REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area
(sq. ft.).....F151, 20.7; F101, 12.9

Compressor:

MakeTecumseh
Sealed or openSealed
Location in freezer...F151, bottom
left end; F101, bottom center
Refrigerant“Freon-22”
Make of control.....F151, Ranco
type “B”; F101, Ranco type “A”

Accessible for user
adjustment?Yes
Location.....F151, Left end—
back of removable panel;
F101, front center (outside)
Condenser: TypeFinned
Forced or natural convection...Forced
Type of warning device...Thermostat
equipped for warning device
attachment

CONSTRUCTION AND FINISH OF

Cabinet.....Vapor sealed—all steel—
high bake synthetic enamel
Interior liner.....All steel—high bake
synthetic enamel
Material in evaporator...Copper tubing

PROTECTION PLAN

Warranty.....Four years on
refrigerating systems
Guarantee.....One year on refrigerat-
ing system and operating controls
F151: 5-year warranty against food
spoilage loss on contents—limit \$200
on any one claim. F101: Limit \$150
on any one claim.

Ever-Fresh (Winpower Mfg.)

Winpower Mfg. Co., Newton, Iowa

Chest or upright type	Chest	Chest	Chest
Model No.	4	8	16
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	16½	17½	18½
Width	24½	42	84
Depth	17½	18½	18½
Exterior: Height	36	36	39½
Width	32½	51½	93½
Depth	25½	28	28

CAPACITY (In Cu. Ft.)

Freezer compartment	4	8	16
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INTERIOR EQUIPMENT

Baskets (No.)	1	1	2
Light	Yes	Yes	Yes

INSULATION

Kind		Rock Wool	
Thickness: (In Inches)			
Top	4	4	4
Sides	4	4	4
Bottom	4	4	4

LIDS

Number	1	1	2
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	260	320	518
Shipping	321	440	670

PRICE	\$199.50	\$299.50	\$449.50
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REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Compressor

MakeTecumseh
Sealed or openSealed
Location in freezer...Under storage
compartment
Refrigerant“F-12” and “F-24”
Make of control...Cutler-Hammer
Accessible for user
adjustment?Yes
Location...Rear of cabinet at top

Condenser: TypePlate
Forced or natural convection...Model
4, natural; 8 and 16, forced

CONSTRUCTION AND FINISH OF

CabinetDulux on steel
Interior liner...Bonderized cold rolled
steel
Material in evaporator.....Copper

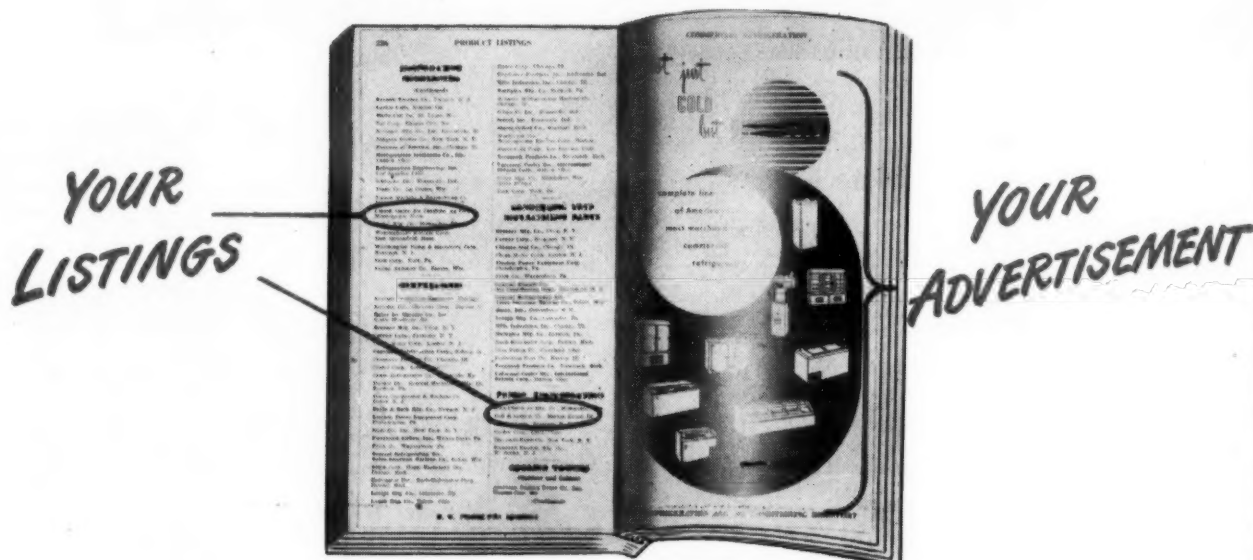
PROTECTION PLAN

Warranty...5 years on freezer contents

THE INDUSTRY'S STANDARD SOURCE-OF-SUPPLY REFERENCE SINCE 1932

IMPACT!

IN A PROVEN SALES BUILDER



EXTRA DETAILS THAT SPELL SALES

Your advertisement, placed close to your product listing in the new 1949-50 edition of the Refrigeration & Air Conditioning Directory, will give buyers those extra details which often are the difference between a sale made or lost. Your general listing and your advertisement giving the details which distinguish your product from the others, forms a powerful combination which can mean real money to you—Directory advertising puts extra selling power into your listings.

Directory advertising works for you 365 days of the year reaching a minimum of 20,000 important buyers who will be the source of many surprise orders.

The Directory is the industry's standard source-of-supply reference, published since 1932—definitely a proven sales builder. Cost of a page in the new Directory is only \$245, a little more than 1¢ per active copy—surely a low-cost way to keep your name and products before the industry the year around. When buyers look for a new product or new lines they look for details—reasons why. Directory advertising gives you the opportunity to fill in the details and tell a full-line story.

To be assured of getting the best position for your advertisement and to do a complete selling job—

ORDER TODAY

ADVERTISING CLOSES JULY 1

ALL-INDUSTRY EDITION

PUBLICATION NOV. 15

Refrigeration and Air Conditioning Directory

BUSINESS NEWS PUBLISHING CO., 450 W. FORT ST., DETROIT 26, MICH.

Popular Singer Highlights Dealer Promotion



Artie Wayne, popular singer, provides the entertainment for the closing evening of the freezer promotion contest sponsored by C. G. Hokanson Co., Inc., G-E dealer in Los Angeles. Highlight of the promotion was the awarding of the home freezer to the winner of the “word unscrambling” contest, which required the entrants to make as many words as possible from the letters in “Hokanson's Westwood.” The winner, according to the dealer, was able to unscramble 1,500 words. Above, Bob McLaughlin, radio m.c. for the entire freezer promotion, introduces the singer for the closing event.

Dealer Centers Customer Attention on Home Freezers And Store's Name with 'Word Unscrambling' Contest

LOS ANGELES—C. G. Hokanson Co., Inc., General Electric dealer here, recently centered customer attention on home freezers by giving away a G-E Home Freezer to the winner of a “Word Unscrambling” contest.

The company announced the contest regularly for some weeks on their radio program. It consisted of unscrambling as many words as possible, to be found in Webster's diction-

ary, from the letters in “Hokanson's Westwood.” The winner of the contest came up with over 1,500 words. Mrs. Hokanson said “It was some job to check each entry!”

The final program, ending the contest and presenting the award was held in Hokanson's Westwood store in west Los Angeles. The nearest contestants were given chances to win prizes of meat packages from the winner's freezer.

SINCE
1929

Chase SUPPLY CO



546-8 W. 119th ST. CHICAGO 28, ILL.

'Practisale' Technique Enables Salesman To Find Prospect's Specific Needs, Then Sell Him Most Suitable Appliance Model

DETROIT—The "PractiSale," an unusual technique which develops the ability of salesmen to determine the needs of the individual prospect and to fit the right product model to those needs, is an important new feature of the Kelvinator program for retail sales training.

C. J. Coward, Kelvinator director of advertising and sales promotion, said the "PractiSale" is a Kelvinator-developed method in which a trainee acting as a "salesman" gives a complete sales presentation to another trainee acting as a "prospect" with specific individual interests, needs, and buying preferences. These characteristics must be brought out by the salesman through deft questions to classify the prospect, and then handled effectively to complete the sale.

The sales picture of the "prospect" is outlined for him on printed forms, supplied with Kelvinator's over-all Vocation-in-Sales training program. The forms, varying for each Kelvinator product, list a series of factors, all of which should have a bearing on the outcome of the sales presentation.

The sales manager simply checks in advance the points covering the characteristics he wishes the prospect to have, and the "prospect" responds to the conversation with the salesman by reference to these points marked off on the form. The factors involved may vary widely from prospect to prospect, duplicating the situation the salesman actually will face in the store.

A "PractiSale Prospect Information" slip on the Kelvinator refrigerator, for example, starts out with such personal data as the "prospect's" name, address, and number of persons in the family. It also covers the "prospect's" specific interest, type of refrigeration now used, and related considerations.

There are 10 factors in all, for



Along with other Kelvinator executives, D. A. Packard, household sales manager (facing camera), tests the "Practisale" selling technique. While Packard acts as "salesman," H. L. Schmutz, director of sales education (holding sheet), fills the role of prospect. Looking on are (left to right): F. J. Worden, sales promotion manager; J. C. Bonning, assistant director of advertising and sales promotion; W. L. Jeffrey, Leonard division sales manager; C. T. Lawson, vice president in charge of sales; and C. J. Coward, director of advertising and sales promotion.

which a variety of different answers are listed. There even is a section for "objections," under which such points as these might be checked:

Want to think it over.

Want to talk it over with husband/wife.

Think refrigerators will get cheaper.

Need a new car.

Want a television set.

Like the refrigerator.

After the "salesman" has adapted his presentation to the individual situation of his "prospect" and has attempted to close the sale, the rest of the trainees discuss and evaluate the "PractiSale" demonstration.

The whole "PractiSale" idea, Coward said, emphasizes to the salesman the importance of a sincere interest in the prospect, and it trains him in how to close more orders by selling the model which will fill best the specific needs of the individual.

FREEZER

VIS PRACTISALE PROSPECT INFORMATION

1. PERSONAL DATA:

My name is No. in family
I live in ☐ town ☐ suburbs ☐ rural area

2. SPECIFIC INTEREST:

☐ Low-priced model ☐ Small freezer
☐ 8 to 10 cu. ft. freezer ☐ 10 to 15 cu. ft. freezer ☐ Largest model
☐ Want general information on freezers
☐ Competitive freezer (List make)

3. REASONS I AM CONSIDERING PURCHASE:

☐ Have heard so much about freezers ☐ Hunt or fish
☐ Have garden or farm produce for freezing ☐ Entertain often
☐ Have heard freezers offer great economy ☐ Protection against food shortages
☐ Pack lunches for child(ren) or husband ☐ Saw it advertised
☐ Eliminate muss and fuss of canning and preserving ☐

4. PRESENT FROZEN FOOD STORAGE FACILITIES:

☐ Rent a locker
☐ Refrigerator with average freezing unit capacity
☐ Refrigerator with larger (over 40 lbs.) freezing unit capacity
☐ Pre-war freezer ☐ None

5. MY KNOWLEDGE OF KELVINATOR:

I own a Kelvinator ☐ Refrigerator ☐ Range ☐ Freezer
A friend or neighbor owns a Kelvinator ☐ Refrigerator ☐ Range ☐ Freezer
☐ I know little of Kelvinator

6. MY IDEA OF DOWN PAYMENT REQUIRED:

☐ \$35 ☐ \$50 ☐ \$75 ☐ \$100 ☐ Trade-in of present model
Could I pay more? ☐ Yes ☐ No

7. AM CONSIDERING PURCHASE:

☐ Immediately ☐ Later

8. OTHER CONSIDERATIONS:

☐ Building new home ☐ Neighbor just bought new freezer
☐ Remodeling kitchen ☐

9. OBJECTIONS I WILL RAISE:

☐ Live close to shopping center ☐ House needs painting
☐ Don't believe in hoarding food ☐ Want new carpeting
☐ Cannot afford it
☐ Kitchen too small
☐ Could rent locker cheaper
☐ Only two in family

Home Freezer Specifications

Gibson

Gibson Refrigerator Co., Greenville, Mich.

Chest or upright type Upright
Model No. HF-719
Separate freezing section? No

DIMENSIONS (In Inches)

			Stor.	Freez.
Interior: Height	41	19 1/2	25 1/2	10 1/2
Width	22 1/2	46 1/2	46 1/2	15 1/2
Depth	14	19 1/2	19 1/2	19 1/2
Exterior: Height	62	40 1/2	38	
Width	31	54 1/2	72	
Depth	27 1/2	28	30 1/2	

CAPACITY (In Cu. Ft.)

Freezer compartment	2
Storage compartment	7.08	10.3	13.1

INTERIOR EQUIPMENT

Partitions	No	No	Yes
Shelves (No.)	3	0	0
Baskets (No.)	0	4	4
Light	No	Yes	No

INSULATION

Kind	Special Gibson	
Thickness (In Inches)		
Top	3 1/4	4
Sides	4 1/4	5
Back	3 1/4	5
Bottom	3 1/4	5
Door	4 1/4

LIDS OR DOORS

Number	1	1	1
Lid support	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	290	300	510
Shipping	360	360	597

PRICE \$279.95 \$349.95 \$499.95

REFRIGERATION EQUIPMENT

Cooling medium HF-719, plate;
HF-1090, HF-1590, Tecumseh
Forced or natural convection HF-719,
natural; HF-1090, HF-1590, forced

Refrigerated surface area
(sq. ft.) HF-719, 12

Compressor:

Make HF-719, Gibson;

HF-1090, HF-1590, Tecumseh

Sealed or open Sealed

Location in freezer HF-719, bottom;

HF-1090, HF-1590, end bottom

Refrigerant HF-719, "F-12";

HF-1090, HF-1590, "F-22"

Make of control Ranco

Accessible for user

adjustment? Yes

Location HF-719, in upper

throat; HF-1090, HF-1590,

machine compartment

CONSTRUCTION AND FINISH OF

Cabinet Steel, synthetic enamel

Interior liner HF-719, porcelain;

HF-1090, HF-1590, galvanized steel,

painted

Material in evaporator HF-719,

copper; HF-1090, HF-1590, steel

and copper

PROTECTION PLAN

Food protection plan HF-1090, 5

years, \$150 limit; HF-1590, 5 years,

\$200 limit

Warranty service All models 5 yrs.

Freez-all THE Original DRAWER TYPE FREEZER

Designed by Consumer Demand



EXCLUSIVE GLIDEASY ZERO STORAGE DRAWERS that open at "the touch of a finger." The latest in modern convenience.

SUB-ZERO SHARP FREEZE COMPARTMENT to process foods.

FOOD SEGREGATION—meats, fruits, vegetables can be stored in individual drawers.

SPACE SAVING YET SPACIOUS—ample storage space for large quantities of frozen food in minimum of floor space.

MODERN, STREAM-LINED, UPRIGHT DESIGN—The New Trend in Home Food Freezers.

5-YEAR FOOD INSURANCE PLAN
Your Freez-all customers are protected for five years against food loss from spoilage due to electrical interruption or mechanical failure ... a real selling point for you.
AND 5-YEAR WARRANTY

SPECIFICATIONS

Model	Usable Cu. Ft. Capacity	Outside Dimensions			No. drawers and freezing Compartments	Drawer Dimensions			Insulation			Condensing Unit Hermetically Sealed	Approx. Weight Lbs.	
		Ht.	Width	Depth		Ht.	Width	Depth	Sides	Bottom	Top		Uncrated	Crated
90	8.81	63"	29"	34"	4	9 1/4"	18 1/4"	23"	5"	5"	4"	1/4 HP	525	600

MAIL COUPON TODAY FOR FULL INFORMATION ABOUT THIS OUTSTANDING FOOD FREEZER

REFRIGERATION DIVISION

PORTABLE ELEVATOR MFG. CO.
BLOOMINGTON, ILLINOIS

REFRIGERATION DIVISION

Portable Elevator Mfg. Co., Bloomington, Ill.

Please send me information about FREEZ-ALL

NAME

ADDRESS

CITY STATE

Home Freezer Specifications

Firestone

Firestone Tire & Rubber Co., Akron, Ohio

Chest or upright type	Upright	Upright
Model No.	5A6	5A44
Separate freezing section?	No	No

DIMENSIONS (In Inches)

Interior: Height	42½	46½
Width	26	31
Depth	21½	24
Exterior: Height	67½	67½
Width	36	36
Depth	26½	29½

CAPACITY (In Cu. Ft.)

Freezer compartment	2.8	4.75
Storage compartment	7.8	14.25

INTERIOR EQUIPMENT

Shelves (No.)	3	3
Drawers (No.)	3	3

INSULATION

Kind	Fibreglas	Santocel
Thickness: (In Inches)		
Top	5	3½
Sides	5	2½
Bottom	5	2½
Door	5	3

DOORS

Number	1	1
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	420	450
Shipping	470	500

PRICE	\$399.50	\$499.50
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REFRIGERATION EQUIPMENT

Cooling medium	Plate	Location.....Upper left front corner, machine compt.
Refrigerated surface area (sq. ft.)	5A6, 9.3; 5A44, 12.8	Condenser: Type.....Finned
Compressor:		Forced or natural convection.....Forced
Make	Tecumseh	
Sealed or open	Sealed	
Location in freezer	Bottom	
Refrigerant	"F-22"	
Make of control	Ranco or Cutler-Hammer	
Accessible for user adjustment?	Yes	

CONSTRUCTION AND FINISH OF

Cabinet	One-piece steel wrap around, baked enamel
Interior liner	One-piece aluminum wrap around, baked enamel
Material in evaporator	Steel

PROTECTION PLAN

Warranty	5 years on refrigeration system, one year on cabinet
----------	--

BTC (Brewer-Titchener)

Crandall-Stone Div., Brewer-Titchener Corp., Binghamton, N. Y.

Chest or upright type	Chest	Chest	Chest
Model No.	FC-10-2	FC-12	FC-18
Separate freezing section?	No	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	24½	24½	24½
Width	42½	65	87½
Depth	17	17	17
Exterior: Height	33½	33½	33½
Width	76	76	98½
Depth	28	28	28

CAPACITY (In Cu. Ft.)

Freezer compartment	0	2½	2½
Storage compartment	10	10	15½

INTERIOR EQUIPMENT

Partitions (No.)	0	4	6
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INSULATION

Kind	Fibreglas (cork in bottom)		
Thickness: (In Inches)			
Top	3½	3½	3½
Sides	5	5	5
Bottom	5	5	5

LIDS

Number	2	3	4
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	725	750	900
Shipping	825	850	1,020

PRICE	\$403	\$575	\$675
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REFRIGERATION EQUIPMENT

Cooling medium	FC-10-2, flooded; FC-12 and FC-18, wrap around
Refrigerated surface area (sq. ft.)	FC-10-2, 10; FC-12, 16; FC-18, 19

Compressor:

Make	Copelametic, Kelvinator, or General Electric
------	--

Sealed or open

Location in freezer	FC-10-2, behind storage; FC-12, FC-18, under freezer section
---------------------	--

Refrigerant

Make of control	"F-12"
-----------------	--------

Make of control

Accessible for user adjustment?	Yes
---------------------------------	-----

Location

Compressor compartment	
------------------------	--

Motor hp. rating

FC-10-2, ¼ hp.; FC-12, ½ hp.; FC-18, ¾ hp.	
--	--

Condenser: Type

Finned	
--------	--

Forced or natural convection

Forced	
--------	--

CONSTRUCTION AND FINISH OF

Cabinet	18 gauge steel, baked enamel finish
---------	-------------------------------------

Interior liner

18 gauge zinc metallized	
--------------------------	--

Material in evaporator

Steel	
-------	--

PROTECTION PLAN

Warranty	1 year
----------	--------

TESTIMONIALS: Dealer Collects 'em from Freezer Users To Help Make the Next Sale

ENGLEWOOD, Colo.—A blanket coverage of penny postcards, 10,000 of which go out during the spring months offering a free gift to everyone who returns a card, has sold an outstanding volume of home freezers each spring for Silkenson & Co., Frigidaire dealer here.

Most of Silkenson's freezer prospects are obtained from the direct-mail campaign which begins early in February. "Announcing Our Spring Opening!" the postcard lists the lines carried by the store, plus the several "sidelines."

At the bottom is lettered, "P. S. Present this card for your free gift!" The gift is a measuring glass, handy for any type of cooking, and Silkenson gives out thousands of them each spring.

Every prospect who comes into the store is asked to fill out a name and address card, and an Addressograph plate is made from this for addition to the store's direct-mail list. With as many as five or six thousand names in the Addressograph files, the store carries on an exceedingly heavy direct-mail campaign the year-round.

Before opening up his current store in Englewood, owner Lyman Silkenson operated three appliance stores around Galveston, Tex., specializing in commercial equipment.

"We were making home freezers for a lot of our customers before the current package type came on the market, building highly-specialized walk-in and reach-in boxes for wealthy ranchers and oilmen in this section of Texas," he recalled. "Thus, we were thoroughly familiar with home freezers when they first came on the market, and have been able to specialize in them with some success."

The Silkenson store, which is thronged with farmers and rural dwellers over each weekend, displays four or five models of home freezers at all times, each of which is kept stocked with "local foods."

Silkenson is an ardent hunter, and keeps stocks of venison, bear meat, elk, frozen trout, etc., on display in his boxes. Out-of-season fruits and vegetables are likewise kept frozen

in the home freezers—which Silkenson has found to be a strong talking point.

"No amount of pictures or discussion will have the same effect on the housewife as finding real foods which she uses every day frozen for months when she opens the freezer lid," the dealer said.

Silkenson urges each prospect to buy a freezer with ample capacity for the job he expects it to do. He feels that many home freezer dealers have spoiled a potential market by installing too small a unit, or not teaching a homeowner how to use it properly—with the result that stored foods spoil, and the wrath of the owner is transmitted to other possible prospects.

Either Silkenson or one of his salesmen supervises each installation, and sees to it that the user knows everything there is to know about proper stocking and arrangement before considering the sale completed.

For example, the store recently installed one 18-ft. unit and one 12-ft.

unit in two Arapahoe county homes, both "larger than the owner wanted," but adamantly insisted upon by Silkenson as correct for the storage job.

"We don't care to risk any ill-will in this field," Silkenson summed up, "and therefore, we sell the right capacity and size, or give up the sale altogether."

The practical economies possible in meat purchasing have proven the strongest selling tool at the Silkenson store, according to the dealer. He has worked out charts which demonstrate graphically how much the homeowner can save through wholesale meat purchasing, and made arrangements with local meat packers to supply his customers with excellent service.

Each homeowner, after the freezer has been in use for one year, is asked to submit a testimonial as to the savings which it has effected—this making adequate black-and-white proof to clinch sales with dubious prospects.

Beatty

Beatty Mfg. Co., 1216 Metropolitan St., Pittsburgh 12, Pa.

Chest or upright type	Chest	Chest	Chest
Model No.	LT1225SC	LT1833SC	LT2550SC

Separate freezing section?	Yes	Yes	No
----------------------------	-----	-----	----

DIMENSIONS (In Inches)

Interior: Height	15	15	15
Width	20	20	20
Depth	19	19	19
Exterior: Height	34½	36	36
Width	59½	83½	98
Depth	28½	28½	31

CAPACITY (In Cu. Ft.)

Freezer compartment	3	3	4½
Storage compartment	9	15	20½

INTERIOR EQUIPMENT

Partitions (No.)	1	2	2
Baskets (No.)	Only when specified		
Thermometer	Yes on Deluxe models		

LIDS

Number	2	3	3
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	450	650	750
Shipping	500	700	800
PRICE	\$399.50	\$499.50	\$625.00

INSULATION

Kind	Fibreglas		
Thickness (In Inches)			
Top	2		
Sides	4		
Bottom	5		

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Compressor:	

Make

Universal sealed; Lehigh open	
-------------------------------	--

Sealed or open

Both	
------	--

Location in freezer

Beneath quick-freeze compartment	
----------------------------------	--

Refrigerant

"Freon"	
---------	--

Make of control

Ranco	
-------	--

Accessible for user adjustment?

Yes	
-----	--

Location

Back	
------	--

Motor hp. rating

LT1225SC, ¼; LT1833SC, ½; LT2550SC, ¾	
---------------------------------------	--

Condenser: Type

Finned	
--------	--

Forced or natural convection

Forced	
--------	--

CONSTRUCTION AND FINISH OF

Cabinet	Stainless steel; aluminum back
---------	--------------------------------

Interior liner

Amco iron, galvanized	
-----------------------	--

Material in evaporator

Copper	
--------	--

PROTECTION PLAN

Warranty	5 years
----------	---------

Guarantee	1 year
-----------	--------

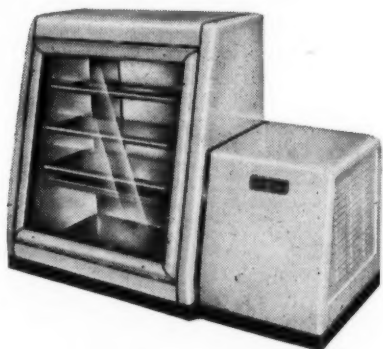
Another...

GENERAL Special

MM-4 SC
FUL-VISION CASE

at \$369.00

net, F.O.B. N.Y.C.



6 FOOT self-contained Display Case—equipped with counter extension housing a ¼ H.P. unit, completely installed. Triple Thermopane glass front provides 4 Ft. of Ful-Vision Display. 2 Ft. unit housing serves as useful counter.

A complete, self-contained package—ready for plug-in operation.

GENERAL REFRIGERATORS CORPORATION

678 BROADWAY, NEW YORK 12, N. Y. GRamercy 3-1222

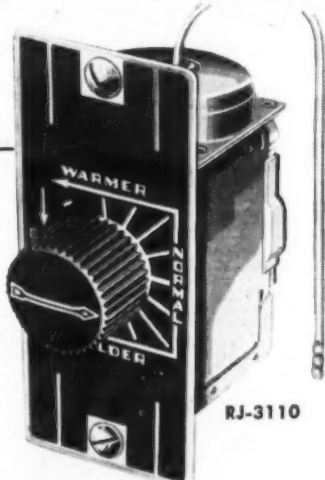


replace it right
with Ranco

the right control for HOUSEHOLD REFRIGERATORS and FREEZERS

Ask your Ranco wholesaler to show you the complete line of dependable, precision-built Ranco Replacement Controls... models and types for general and exact replacement for all household refrigerators and freezers. Save time, delay, expensive call-backs. Assure your customers trouble-free service. Remember, more than 20,000,000 Ranco Controls now in service attest the satisfactory performance of every Ranco control!

Ranco Inc.
COLUMBUS 1, OHIO



CHECK WITH
Ranco FIRST

- specialists in refrigeration
- dependability
- greater customer satisfaction
- more Ranco controls in use
- less stock to carry
- more profit for you

World's Largest Manufacturers of Refrigeration Controls
more than 20,000,000 controls now in use

'Bombarding' Dealers with Sales Leaflets Ties In with Kelvinator Ad Campaign



LEAFLETS FROM HEAVEN: Ex-Marine fighter pilot (and Kelvinator district manager) John Rolfes "bombarded" the B. F. Goodrich store in Connersville, Ind. with sales leaflets to tie in with Kelvinator's national advertising campaign. The brochures, which were dropped from Rolfes' plane, attracted attention of many passing pedestrians, directing them to the Goodrich dealership. A similar job was done on the Spoerl Hardware Co. in Hamilton, Ohio.



BOMBS AWAY: Rolfes (left) enlisted the help of Phil Wallace, manager of the Goodrich store, in loading his light aircraft with bundles of sales leaflets which he dropped over Connersville later the same day. Conceived by Rolfes, the stunt whipped up considerable attention for Kelvinator's refrigerator promotion.

NOT EVEN Room Air Conditioners will sell themselves!

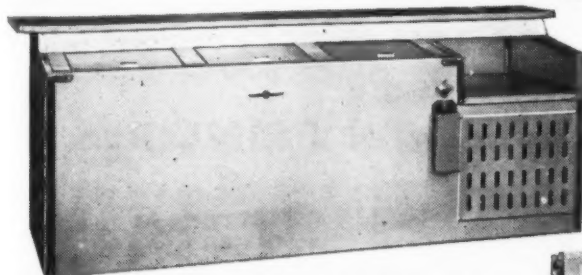
Therefore, sell the most salable line. Remington ranks first on vital selling points: Window units and consoles for AC and DC; air and water-cooled, 1/2-1 3/4 hp. Beautiful cabinets. Thousands in use in 44 countries. Sold direct to installing distributors, giving top mark-up. Ask for details. REMINGTON AIR COND. DIV., CORTLAND, NEW YORK.

Buffalo Store's Special Sale Offers 'Rebuilds' from \$79 Up

BUFFALO—E. W. Edwards & Son pulled considerable action in its appliance department when it staged a sale of factory rebuilt refrigerators priced from \$79 up.

The store kept its appliance department open until 11 p.m. during the night of the event. On the factory rebuilds were such names as Frigidaire, Crosley, Westinghouse, Norge, and Coldspot.

Here is a NEW Beverage Cooler by ROGERS



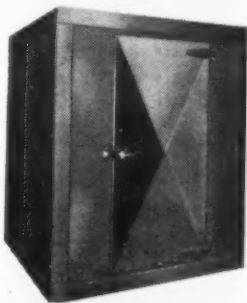
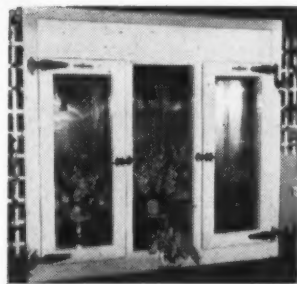
NEW BEVERAGE COOLER—with 18" counter top, 39" high, 4', 6', 8', 10', and 12' lengths. Disappearing lids, runners and moulding of stainless steel. Baked enamel or aluminum finish.

NEW FLORIST'S COOLER—Custom made at stock prices. Aluminum walk-in door in rear of storage compartment. Triple glass doors and window in front section, or built to your specifications.

WALK-IN—(illustrated) 6' x 6' x 7 1/2' or built to your specifications. Write us.

Ten days delivery!

W. ALLEN **ROGERS** Industries
BOX 272-AC DEMOPOLIS, ALA.



April Consumer Credit On Furnishings Rises \$5 Million Over March

WASHINGTON, D. C.—Consumer instalment credit outstanding in April on refrigerators, furniture, and similar items rose \$5,000,000 over the March 31 level and \$292,000,000 over a year ago to a total of \$2,264,000,000—the first increase this year, according to the Federal Reserve Board.

At the same time, over-all consumer credit outstanding showed its first big increase of the year. It totaled \$15,626,000,000, up \$287,000,000 from March 31 and \$1,567,000,000 from April 30, 1948.

Total instalment credit at the end of April amounted to \$8,623,000,000, an increase of \$207,000. This total included \$2,231,000,000 in auto sales credit and \$4,128,000,000 in money borrowed from lending institutions and due to be repaid in regular instalments, in addition to the \$2,264,000,000 on other articles.

Remainder of the consumer credit total consisted of \$3,258,000,000 in charge accounts, \$960,000,000 of service credits extended mainly by professional workers, and \$2,785,000,000 of single-payment loans. The latter was the only type of credit to decline in April.

Ballantyne Co. Incorporates

OMAHA, Neb.—The Ballantyne Co. has been incorporated at \$100,000 to deal in home appliances, machinery, and furniture. Incorporators are Robert S. and Ethel C. Ballantyne.



Locker Plant's 'Free Processing' Ticket For New Freezer Owners Helps Dealer, Too

NEW CASTLE, Ind.—A "mutual assistance" pact between a refrigerated locker storage plant and retailers of home freezers here has resulted in helpful promotion for both parties.

What the Bradway Locker Plant does is to issue a "free processing certificate" to new purchasers of home freezers.

The certificate to the purchaser reads: "This certificate when properly filled in, signed, and surrendered to Bradway Locker Plant entitles the bearer to free processing of not over 200 lbs. of beef or pork. This service available to you in the future at 3 cents per pound. Processing includes free pre-chilling, aging, cutting, wrapping, labeling, dating, and quick freezing. Cuts of meat are ready for storage in your new home freezer locker."

Space is provided for the name and address of the purchaser, name

and serial number and model of freezer, and the dealer from whom it was purchased.

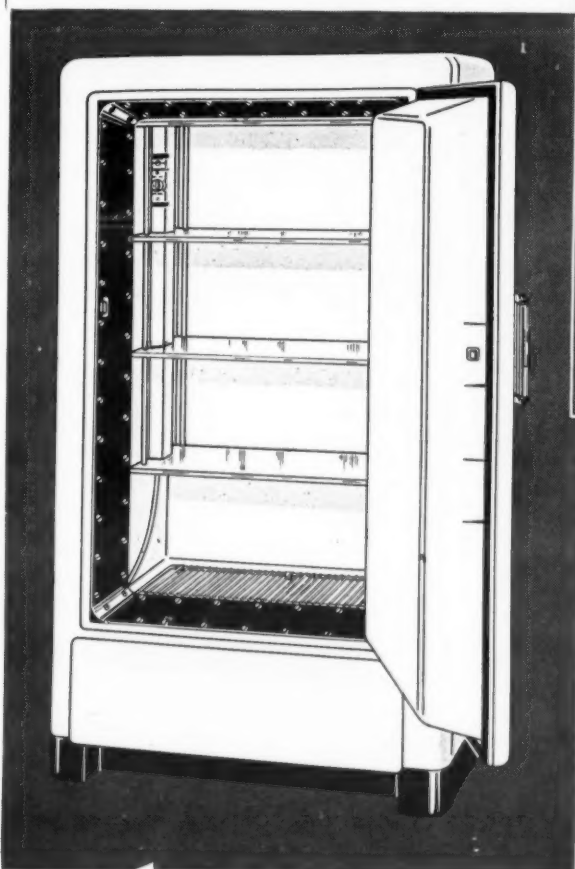
Quantities of these are provided to each certificate, which the dealer detaches and keeps when he gives the certificate to a purchaser. This gives the locker plant a check on the use of the certificates, and enables them to follow up a certificate holder who doesn't use certificates immediately.

The two-way working of the plan is obvious. For the dealer, it provides something in a nature of a "premium" to give to a prospective purchaser of a freezer, but a type of premium that will enable him to use the new appliance to the best advantage.

For the locker plant, it is an "introductory offer" that can lead to a continuing processing business (on which locker plants must make their money) over an indefinite period of time.



HERE they are! The new giant capacity Philco Freezers, especially designed for customers requiring big volume storage. They round out the great Philco Leadership Line for 1949... the most complete and powerful in freezer history. Yes, it's your profit line for '49... get the full story now from your Philco Distributor.

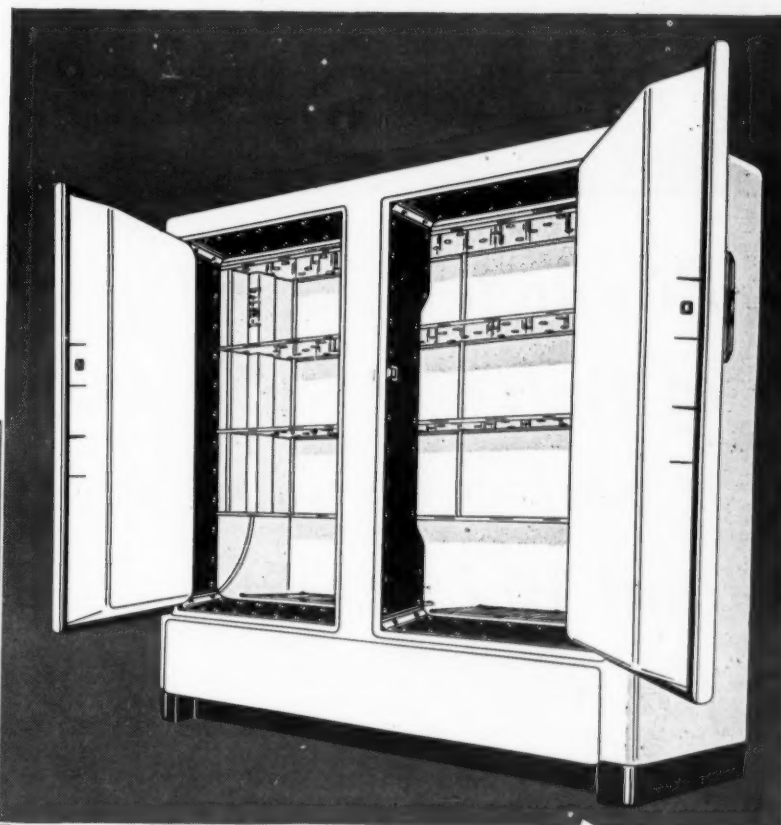


15 CU. FT.
HOLDS UP TO
525 lbs.

PHILCO DV-151. 15.1 cu. ft. Upright for large scale home freezing and frozen storage. Full-width Refrigerated Shelves. Temperature Control. Bolt action Latch has built-in Lock. Guardian Bell with Switch.

PHILCO FREEZERS

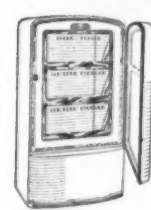
For Farms and Institutions



PHILCO DV-301. 30.1 cu. ft. 2-door Upright provides huge frozen food storage capacity for farm families or institutions. Full-width Refrigerated Shelves. Temperature Control. Built-in Latch Locks. Guardian Bell with Switch.

30 CU. FT.
HOLDS UP TO
1050 lbs.

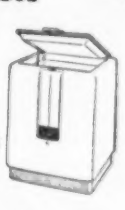
MODELS FOR EVERY PURSE AND PURPOSE



7 1/2 CU. FT.
UPRIGHT
FREEZER



4 AND 8
CU. FT.
CHEST
FREEZERS



PHILCO

Famous for Quality the World Over

Home Freezer Specifications

Philco

Philco Corp., Tioga and "C" Sts., Philadelphia 34, Pa.

Chest or upright type	Chest	Chest	Upright	Upright	Upright
Model No.	DH41	DH81	AV75	DV151	DV301
Separate freezing section?	No	Yes	Yes	No	No

DIMENSIONS (In Inches)

Interior: Height	19%	23%	36%	49%	49%
Width	21%	34	23%	27	64%
Depth	17%	19%	15%	18	16%
Exterior: Height	37%	37%	63%	74	74
Width	27%	40	33	39%	77
Depth	27%	27%	27%	35%	31%

CAPACITY (In Cu. Ft.)

Freezer compartment	0	2.85	2.28	0	0
Storage compartment	4.1	5.25	5.22	15.1	30.1

INTERIOR EQUIPMENT

Shelves (No.)	0	0	2	3	3
Baskets (No.)	0	opt. 1 to 6	0	0	0
Thermometer	Yes	Yes	Yes	No	No

INSULATION

Kind	Mineral Wool		Fibreglas		
Thickness: (In Inches)					
Top	3	3	4%	6	6
Sides	3	3	4%	6	6
Bottom	4	3%	7	5	6
Door			4	6	6

LIDS OR DOORS

Number	1	1	1	1	2
Lid support	Yes	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	173	219	306	515	840
Shipping	206	259	346	595	992
PRICE (f.o.b. factory)	\$189.50	\$259.50	\$333.00	\$499.50	\$799.50

REFRIGERATION EQUIPMENT

Cooling medium.....DH41, wrap around; DH81, AV75, evaporator; DV151, DV301, plates
Refrigerated surface area (sq. ft.).....DH41, 8.65; DH81, 13.4; AV75, 14.7; DV151, 22.3; DV301, 46.7

Compressor:

MakeTecumseh
Sealed or open.....Sealed
Location in freezer.....Base
Refrigerant.....Models DH41, DH81, AV75, "F-12"; DV151, DV301, "F-22"
Make of control.....DH41, DH81, DV151, DV301, Ranco; AV75, Cutler-Hammer

Accessible for user adjustment?Yes
Location.....DH41, DH81, top rear; all other models, inside
Condenser: TypeDH41, plate; all other models, finned
Forced or natural convection.....Natural
Type of warning device.....Bell

CONSTRUCTION AND FINISH OF

CabinetDulux
Interior liner.....DH41, DH81 AV75, aluminum; DV151, DV301, painted steel
Material in evaporator.....DH41, DH81, AV75, aluminum; DV151, DV301, aluminum and copper

PROTECTION PLAN

Standard 1 year plus 4 years on entire cooling system.

Westinghouse Promotes Kramer

LOS ANGELES—Elbert Kramer, formerly district appliance sales promotion manager for the Westinghouse Electric Supply Co. here, has been promoted to district sales promotion manager for southern California.

Pak-A-Way (Schaefer, Inc.)

Schaefer, Inc., 801 Washington Ave. North, Minneapolis 1, Minn.

Chest or upright type	Chest	Chest	Chest
Model No.	6	12	18
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	20	28%	28%
Width	27%	47%	65%
Depth	18%	18%	18%
Exterior: Height	37%	37%	37%
Width	37	57	74%
Depth	28	28	28
Depth (including hardware)	32	32	32

CAPACITY (In Cu. Ft.)

Storage compartment	6.05	12.58	18.53
---------------------	------	-------	-------

INTERIOR EQUIPMENT

Partitions (No.)	0	1	2
Shelves (No.)	0	2	3
Baskets (No.) (extra equipment)	3	4	6

LIDS

Number	1	2	2
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	259	356	450
Shipping	320	440	555
PRICE	\$249.75	\$479.00	\$576.00

INSULATION

Kind	Fibreglas	models 12 and 18, rear top between hinges
Thickness: (In Inches)		Condenser: TypeFinned
Top	2	Forced or natural convection.....Model
Sides	5	6, natural; models 12 and 18, forced
Bottom	5	Type of warning device.....Bell

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around
Refrigerated surface area (sq. ft.).....Model 6, 16.58; 12, 25.53; 18, 39.05

Compressor:

MakeTecumseh
Sealed or openSealed
Location on freezerBottom
Refrigerant "Freon-12"
Make of control.....Cutler-Hammer
Accessible for user adjustment?Yes
Location.....Model 6, front panel;

CONSTRUCTION & FINISH OF

Cabinet.....White baked Dulux
Interior liner.....Aluminized galvanized steel
Material in evaporator.....Copper

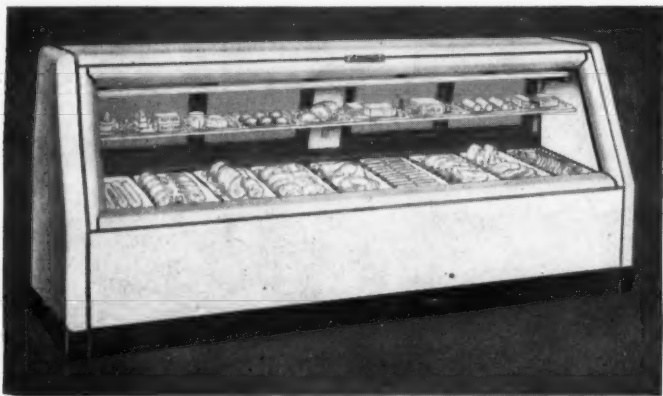
PROTECTION PLAN

WarrantyOne year

SPECIAL FEATURES

Storage temperature zero. Fast freeze -10° F. Counterbalanced lids. Automatic alarm bell operates on dry bell battery.

Business is Booming



for
Pinnacle
dealers!

Pinnacle's complete line of Refrigerators provides a real sales opportunity and Big Profits for you!

• BUTCHER CASES: top display and double duty • DELICATESSEN CASES • REACH-IN BOXES • COUNTER HIGH CASES • FISH AND POULTRY CASES • DAIRY WALL BOXES • DOUGH RETARDER BOXES • WALK-IN COOLERS • COMBINATION WALK-IN WITH DAIRY FRONT—in regular or any special size or length.

A Few exclusive Pinnacle territory

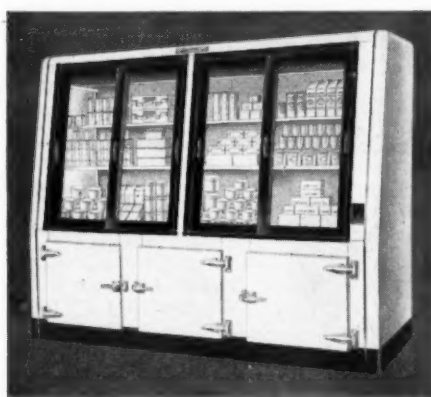
Franchises are still available.

Wire or write immediately for full information.

FREE FOLDERS OF COMPLETE LINE.

Pinnacle
EQUIPMENT CORPORATION
FLEETWOOD, PENNSYLVANIA

Export Dept.: 39 Broadway, New York



Frozen Turkey

Missouri Farm Finds Flavor Is Best, Texture Less 'Rubbery' When Fowl Is Chilled to 28°-30° F.

DePERE, Mo.—Installation of a new 12 by 8 by 8½-ft. walk-in refrigerator, which chills turkey meat to a point slightly below freezing, rather than sharp-freezing it, has proved highly advantageous for Gerald Plaisance, operator of the Plaisance Turkey Farm here.

The big refrigerator, custom-built for the turkey farm by St. Louis Butcher Supply Co., York dealer, is operated at between 28 and 30° F., with a dome-type circulating cooler unit, powered with a 3-hp. a.c. condensing unit.

Both temperature and humidity are closely controlled by the refrigeration equipment, the moist fowls themselves providing sufficient humidity for maximum flavor retention.

Whereas in the past, freshly-slaughtered turkeys were sharp-frozen until marketed, they are now

carefully drawn, stored in sanitary stainless steel racks, and refrigerated to 28 or 30° F., which, Plaisance has found, prevents crystallization of moisture in the cells of the meat.

The result is a more even, tasty flavor throughout the meat, and an absence of the "rubbery" texture too often associated with restaurant and hotel turkey.

The big box is automatically defrosted every six operating hours by an automatic timeclock system. The timeclock actuates a solenoid, which opens a valve on the hot side of the condensing unit, superheating for a period of two or three minutes, interior of refrigerating coils in the blower unit.

It requires only two or three minutes to completely defrost all pipes, the blower units, and box interior.

NOW!
SUB-ZERO MILK COOLERS
with the
Cascading Water PRINCIPLE

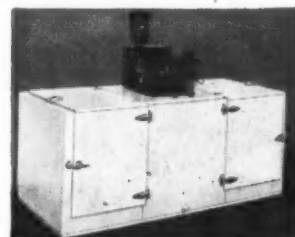
FAST, UNIFORM, CONVENIENT COOLING



An entirely new principle . . . Cascading Water . . . makes it easy to sell Sub-Zero milk coolers. Chilled water is cascaded over the cans . . . providing complete, economical, fast cooling. Uses a minimum of water . . . equipped with an efficient pump, a dependable compressor.

THE 8 CAN DELUXE COOLER

Coolers for 6, 8 and 12 can capacity are available. Illustrated is the 8 can Deluxe Model. Note front and top doors for easy can storage and removal. Interior is heavy galvanized metal . . . exterior is infra-red baked white enamel.



For Information, Write
SUB-ZERO FREEZER CO., Inc.
MADISON, WISCONSIN

What's New

Gibson Adds Second Chest-Type Freezer



GREENVILLE, Mich.—Gibson Refrigerator Co. has added a new 10-cu. ft. chest-type model home freezer to its line, it is announced by J. L. Johnson, general sales manager. It carries a suggested list price of \$349.95.

The new horizontal freezer, model HF-1090, is the second chest-type model to be offered by Gibson. A 15-cu. ft. horizontal freezer was announced last December.

At the same time Johnson announced the first release of the 7-cu. ft. upright home freezer, model HF-719, for national distribution.

The new 10-cu. ft. model has four handy baskets resting on continuous slides that can be easily removed or rearranged to give access to the bulk storage area. Space taken up by the

baskets is about half of the total storage area.

The freezer has a chrome handle with spring latch and built-in lock. The lid, mounted on counter balanced hinges, raises with a finger lift and holds safely at any position. Inside the lid is an automatic light which diffuses light over the interior.

Designed for regular operating storage temperatures of 0° F., the model can be adjusted to provide a temperature of -10° F. for fast freezing.

The 1/4-hp. hermetic unit uses "Freon-22" as the refrigerant. A "food protection policy" which protects the owner up to \$150 on food losses due to mechanical or power failures goes with the model HF-1090.

Redmond Announces New Model In Micromotor Line

OWOSSO, Mich.—A new small skeleton 2-pole a.c. motor, designated Type AG, has been added to the various types of "Micromotors" and blowers manufactured by Redmond Co., Inc., here.

It is built in sizes ranging from 1/400 hp. to 1/500 hp., weighs only 21 ounces, and measures 2 3/4 in. wide by 2 3/4 in. deep by approximately 2 in. over-all length, including shaft.

Announced features include air gap concentricity, sturdy bearing brackets, oil reservoirs packed with felt, and enameled windings. Two holes in field laminations facilitate mounting.

This motor is recommended for use in small room heaters, fans, animated displays, and other applications calling for light-weight, low-power motors.

Ceiling Diffuser Permits on-the-Job Control

NEW BRITAIN, Conn.—Addition of a new ceiling diffuser to its Aerofuse line has been announced by Tuttle & Bailey, Inc., here. Featuring effective area control, the new type EAC Aerofuse is designed with an adjustable auxiliary ring that permits complete on-the-job control of air delivery, the company said.

This exclusive Tuttle & Bailey development is designed to block off—partially or completely—the outer passage of the diffuser, it was explained.

Manually operated by means of a lever, the auxiliary effective area control ring slides on an inclined plane and is raised or lowered to vary the effective area. Spring loaded clips hold the ring in any desired position regardless of systemic pressure.

In the fully closed position, the



Ice Cream Cabinet Can Be Moved Even When Full

BINGHAMTON, N. Y.—The Brewer-Titchener Corp., has introduced the BTC portable ice cream cabinet, a compact display unit that can be located practically anywhere in the store.

Smooth rolling casters let the cabinet be moved easily, even when loaded; it can be plugged into an outlet near the cash register for daily spot sales or placed in a related food department for combination sales.

It takes only 24 in. by 38 1/2 in. of floor space and the low over-all height of 4 1/2 ft. won't block customers' view of store. Another sales attention feature of the BTC portable cabinet is the appealing 3-dimensional color picture, fluorescent lighted.

The cabinet has full 5 1/2 cu. ft. capacity with one-piece stainless steel top capping, and vapor-sealed Santocel insulation. Available in two models, the DC6-2L has two lateral plates and the DC6-3L three lateral plates for proper holding refrigeration. Overnight plug lid is included. The 1/2-hp. compressor is hermetically sealed.

Solvopruv Will Finish Or Join Corkboard Insulation

LANCASTER, Pa.—A new material which can be used as either an adhesive or finish for corkboard or cork covering to prevent damage to the insulation from solvent products has been developed by the Armstrong Cork Co.

The new product, called Solvopruv, is a self-curing compound which may be applied by brush or trowel. It sets to a rubber-like film at room temperature and remains in this condition when exposed to temperatures ranging from -35° F. to plus 125° F. Upon aging six or seven days, Solvo-

pruv is claimed to be resistant to the action of toluol, methyl ethyl ketone, gasoline, kerosene, and water. Although benzol causes Solvopruv to swell, the protective film remains in a serviceable condition.

Solvopruv is manufactured for shipment immediately prior to application. It is not to be stored. It is recommended for use only with corkboard or other uncoated cork covering.

Solvopruv is mixed for application on the job. The mix will remain in a fluid condition at normal temperatures for approximately two hours and must be used within this period.

Variable Angle Notcher Introduced by Jarrow



CHICAGO — Jarrow Products, manufacturer of refrigerator door gaskets, announces the introduction of a new variable angle gasket notcher, the design of which is said to permit adjustment of the cutting blade from 22 1/2° to 90°.

Variation of cutting angle permits cutting gaskets for round corners which have varying radii, according to Jarrow. Finger-type precision ad-

justment reportedly accommodates all thicknesses of gaskets.

Increased leverage, obtained through the use of 4-bar-linkage, makes one-hand operation easy, Jarrow said. Shape of the cutting blade "prevents gasket from puckering when corners are turned." The tool's blade is replaceable.

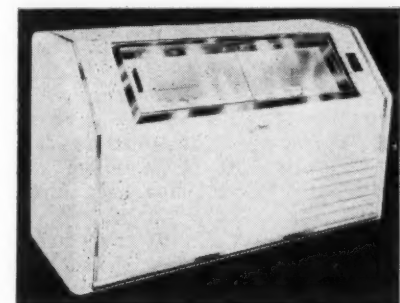
A fixed 90° corner notcher is offered.

Mills' Catalog Now Available

CHICAGO — A comprehensive 8-page chart illustrating the complete line of Mills compressors and condensing units is now available from Mills Industries, Inc., 4100 Fullerton Ave., Chicago 39.

Fedders Names Ad Agency

BUFFALO — Batten, Barton, Durstine & Osborn, Inc., has been appointed to handle advertising of Fedders room air conditioners, it has been announced by E. R. Walker, vice president.



Fogel Angle-Vision Case Features Triple Function

PHILADELPHIA — Fogel Refrigerator Co. has introduced a different type of popular priced self-service freezer for frozen foods and ice cream, to be known as the Fogel "Angle-Vision" merchandising freezer.

Low over-all counter height is said to make this cabinet an ideal wrapping, check-out, or display counter when supplied with a counter top. On the other hand the Angle-Vision model is also well suited for wall and island use.



It's **BEN-HUR Blue** ... in home freezer selling!

new Color Trim on DeLuxe
BEN-HUR
farm and home freezers



New 12.5 Cubic Foot Ben-Hur. No other freezer offers so much in sheer color-beauty!



To hear housewives exclaim over the new color-trim beauty, you'd think "BEN-HUR BLUE" was the most important new feature in freezers today! Small wonder! Now for the first time the homemaker has color beauty in a major appliance that inspires complete color harmony in kitchen cabinets, walls, furniture and even floor linoleum, or adds welcome brightness to utility room.

So wonder the beautiful new DeLuxe BEN-HUR Farm and Home Freezers win instant attention in Home Shows and on dealers' display floors everywhere! New "BEN-HUR

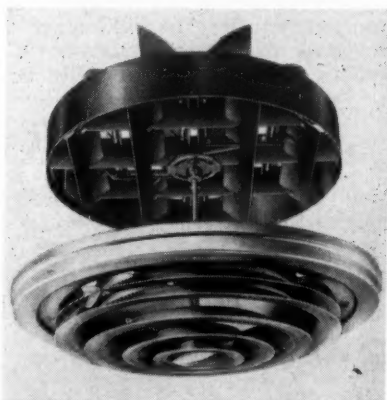
BLUE" is sparking thousands of freezer sales today... sales that are clinched by a quick check of many other exclusive features that make BEN-HUR today's top value in home freezers.

CASH IN now on the nation-wide enthusiasm for new "BEN-HUR BLUE" and the complete line of BEN-HUR Farm and Home Freezers. There's a model for every family. Write today for selling plans—for a Profitable BEN-HUR YEAR.

BEN-HUR MFG. CO., Dept. AC, 634 East Keefe Avenue., Milwaukee 12, Wisconsin

BEN-HUR FARM and HOME FREEZERS

HEALTHFUL LIVING THROUGH FROZEN FOODS



ring completely seals off the outer air passage, reducing the effective area of the diffuser by approximately 40%.

As the ring can be set at any position from fully closed to fully opened, the effective area of the diffuser can be accurately adjusted to supply exactly the throw required, assuring job-tailored air delivery, according to the manufacturer.

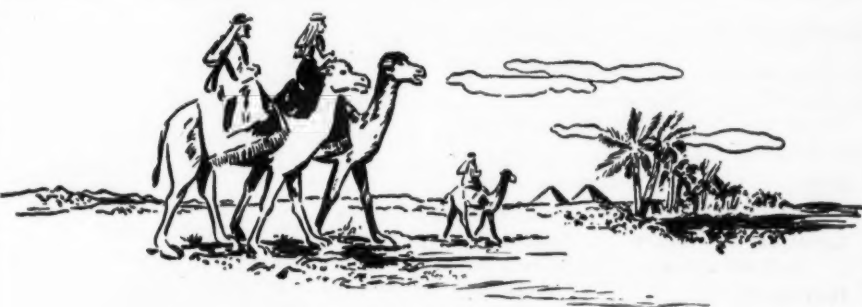
The design of the Type EAC Aerofuse provides a maximum effective area per square inch of neck diameter. Thus, for a given effective area, the neck diameters of type EAC diffusers have been reduced to a minimum.

Type EAC diffusers may be installed either flush with the ceiling or on exposed ductwork. When installed on ceiling, the deep outer ring temporarily holds the air stream away from the ceiling, thereby minimizing streakage.

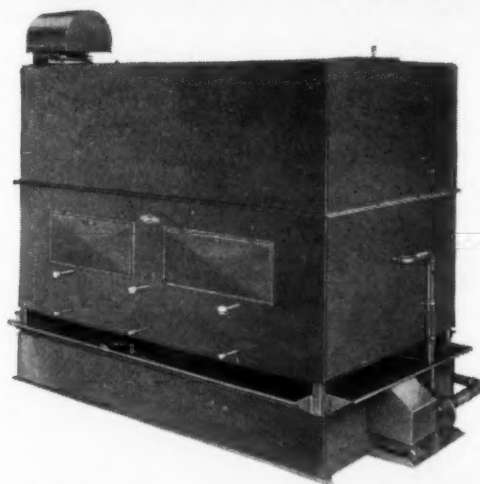
The type EAC Aerofuse is furnished as standard with a duct ring which is fastened to the branch duct or connecting collar. After the duct frame is set firmly in place, the diffuser is attached to it by means of screws through the outer ring and drawn up tightly against the ceiling or duct.

The sponge rubber gasket around the outer edge of the diffuser forms an air tight seal, making the installation leakproof. Quick-connector type fasteners permit removal of entire center section to facilitate installation of larger sizes and serve as a maintenance aid.

The new Aerofuse is furnished as standard in aluminum enamel finish which is sufficiently attractive and durable for use as a final finish.



Where Water Is the Problem... **CHOOSE GOVERNNAIR** EVAPORATIVE CONDENSERS



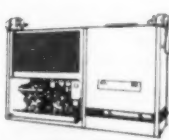
If you think a camel goes a long way on a little water... then you should see this Governair Evaporative Condenser operate! Save up to 95% of water normally used by water-wasting type condensers! Eliminate waste-water disposal problems and pumping costs, too. Engineered to give maximum efficiency and performance at a minimum cost.

Choose a Governair Evaporative Condenser, and forget those water problems!

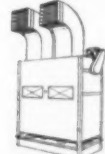
Governair Evaporative Condensers are also furnished as an integral part of universally acclaimed Governair Packaged Air Conditioners.



AIR CONDITIONER



COMPLETELY PACKAGED AIR CONDITIONER



UNIT COOLER



BLAST COILS FOR HEATING & COOLING

ORIGINATORS OF COMPLETELY PACKAGED AIR CONDITIONERS

GOVERNNAIR

GOVERNNAIR CORPORATION • 513 N. BLACKWELDER • OKLAHOMA CITY, OKLA.

Home Freezer Specifications

Montgomery Ward

Montgomery Ward, Chicago, Ill.

Chest or upright type	Chest	Chest
Model No.	279	2129
Separate freezing section?	No	Yes

DIMENSIONS (In Inches)

		Freezer	Storage
Interior: Height	21 3/4	16 3/4	27 1/4
Width	30 3/4	17 1/4	30 3/4
Depth	19 1/4	19 1/4	19 1/4
Exterior: Height	36	36	
Width	38	55 1/2	
Depth	29 3/4	29 3/4	

CAPACITY (In Cu. Ft.)

Freezer compartment	3.3
Storage compartment	7.2

INTERIOR EQUIPMENT

Partitions (No.)	2
Baskets (No.)	2

INSULATION

Kind	Fiberglass
Thickness: (In Inches)	
Top	2
Sides	3 1/4
Bottom	3 1/4

LIDS

Number	1
Lid support	Yes
Provision for locking?	Yes, tumbler-type lock

WEIGHT (Lbs.)

Shipping	290
	422

PRICE	\$214.95
	\$324.95

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Refrigerated surface area (sq. ft.)	Model 279, 14.7; 2129, 22.6
Compressor:	
Make	Universal Cooler
Sealed or open	Sealed
Location in freezer	Model 279, bottom center; 2129, bottom left
Refrigerant	"Freon-12"
Make of control	Ranco
Accessible for user adjustment?	Yes
Location	Near upper left rear hinge cover

Condenser: Type	Finned
Forced or natural convection	Natural

CONSTRUCTION AND FINISH OF

Cabinet	Bonderized steel finished with two coats of baked-on Dulux enamel
Interior liner	Bonderized steel finished with two coats of baked-on Dulux enamel
Material in evaporator	Copper and steel

PROTECTION PLAN

Five-year protection plan. One year on freezer, four more years on refrigerating mechanism.	
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Orley

Orley Bros. Co., Inc., 475 Schaefer, Detroit 25, Mich.

Chest or upright type	Chest	Chest	Chest
Model No.	9MF8	Treasure Chest	9MF16
Separate freezing section?	Freezing Shelves	No	Insto-Shelves

DIMENSIONS (In Inches)

Interior: Height	20	20	20
Width	28 1/4	28 1/4	61 1/4
Depth	23 1/4	23 1/4	23 1/4
Exterior: Height	36 1/2	36 1/2	36 1/2
Width	33	33	66
Depth	28	28	28

CAPACITY (In Cu. Ft.)

Freezer compartment	.971		.971
Storage compartment	6.50	7.67	15.50

INTERIOR EQUIPMENT

Shelves (No.)	2		2
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INSULATION

Kind	Armstrong Superfine Fiberglass		
Thickness: (In Inches)			
Top	2	2	2
Sides	2½	2½	2½
Bottom	3	3	3

LIDS

Number	1	1	2
Lid support	Yes	Yes	Yes
Provision for locking?	No	No	Yes

WEIGHT (Lbs.)

Net	260	260	370
Shipping	275	275	400

PRICE	\$249.50	\$229.00	\$429.50
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REFRIGERATION EQUIPMENT

Cooling medium	Plates
Refrigerated surface area (sq. ft.)	Model 9MF8, 15.0; Treasure Chest, 7.15; 9MF16, 23.5
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location in freezer	Bottom
Refrigerant	Models 9MF8 and Treasure Chest, "F-12"; 9MF16, "F-22"
Make of control	Ranco
Accessible for user adjustment?	Yes
Location	In compartment
Condenser: Type	Finned
Forced or natural convection	Model 9MF8, Treasure Chest, natural; model 9MF16, forced

CONSTRUCTION AND FINISH OF

Cabinet	Baked Dulux finish
Interior liner	Aluminum
Material in evaporator	Aluminum with copper tubing

PROTECTION PLAN

Warranty	5-year warranty. First year to cover complete freezer, and four years to cover condensing unit
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SPECIAL FEATURES

Hand-Eze tray, Co-Captor panel, Intro-Freeze shelves, 50% more storage, 30% less space.	
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Advent of Frozen Fillet Hailed as Boon to Fish Industry

CHICAGO—Freezing and the frozen food display case were hailed as the saviors of the fish industry at the recent annual convention of the National Fisheries Institute in this city.

Frozen food cases, according to industry spokesmen, are making fish much more attractive to the buying public, especially in inland markets and, as far as the industry is concerned, freezing makes fish much more easy to handle without the danger of spoilage.

One fish marketer was reported as saying, "Battalions of squeamish housewives have been turned away from seafood by the cold stare of uncleaned fish at the market. But a neatly packaged frozen fillet that

can be popped into the pan without fuss or cleaning is something altogether different."

Frozen fillets in one pound cartons will be the salvation of the fish industry, according to a southern California fish distributor.

A General Foods representative declared, "The most vital thing in the sea food marketing business today is the development of the consumer-weight package of frozen fish."

What this means in profits to the fish dealer was graphically illustrated by Harley V. McNamara, president of National Tea Co., chain store and supermarket firm.

In his Chicago stores alone, he said, sales of frozen fish last year exceeded 2,600,000 lbs. as compared

with an annual volume of about 1,100,000 lbs. in 1945.

"We no longer consider fish a once-a-week item," he declared. "All of our stores are being equipped as rapidly as possible with new style frozen food cases for more convenient selling and better display of frozen fish and sea foods."

Vernon Drape, treasurer of a Massachusetts fish firm, asserted that "We now sell 10 times as many frozen scallops in the Chicago area as we did fresh scallops back in the pre-freezing days."

It was pointed out at the convention that 16,000,000 lbs. of fish were shipped from Massachusetts into Chicago during 1948, some 40% more than in 1947.

A. M. C. (Franklin Transformer)

Franklin Transformer, Minneapolis, Minn.

Chest or upright type	Chest	Chest	Chest	Chest
Model No.	4B	8B	12B	16B
Separate freezing section?	No	No	Yes	No

DIMENSIONS (In Inches)

		Freezer	Storage	
Interior: Height	16 1/2	17 1/2	16 1/2	28 1/2
Width	24 1/2	42	14 1/2	27 1/2
Depth	17 1/2	18 1/2	18 1/2	18 1/2
Exterior: Height	36	36	39 3/4	39 3/4
Width	32 1/2	51 1/4	51 1/4	93 1/4
Depth	25 1/2	28	28	28
Depth (over-all)	31	33 3/4	33 3/4	33 3/4

CAPACITY (In Cu. Ft.)

Freezer compartment	0.0	0.0	2.75	0.0
Storage compartment	4.1	8.05	8.79	16.5

INTERIOR EQUIPMENT

Partitions (No.)		2	2	2 opt.
Baskets (No.)		2	2	2 opt.
Light	Yes	Yes	Yes	Yes 2
Thermometer	Yes	Yes	Yes	Yes

LIDS

Number	1	1	1	2
Lid support		Counterbalanced lids		
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	280	320	360	518
Shipping	290	392	450	649

INSULATION

Kind	Fiberglass			
Thickness (In Inches)				
Top	2.5			
Sides	4			
Bottom	4			

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Refrigerated surface area (sq. ft.)	4B, 9.6; 8B, 14.2; model 16B, 26.0
Compressor:	
Make	Tecumseh
Sealed or open	Sealed
Location in freezer	Models 4B, 8B, 16B, bottom; 12B, left bottom
Refrigerant	Models 4B, 8B, "F-12"; 12B, 16B, "F-22"
Make of control	Cutler-Hammer

CONSTRUCTION AND FINISH OF

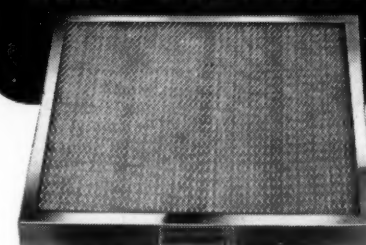
Cabinet	Ends and sides, 20 gauge cold-rolled steel; top, 18 gauge Bonderized and finished with baked enamel prime coat and high baked, high gloss Dulux finish coat
Interior liner	Galvanized steel with aluminum finish, soldered, lock-seam construction
Material in evaporator	Copper

PROTECTION PLAN

Warranty	1 year against defects in workmanship and material
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Give Your Industrial Air Cleaning Jobs

A NEW **Cost Break** with **RP ALUMALLOY INDUSTRIAL WASHABLE AIR FILTERS**



You'll stand in solid with the operating engineer and his boss if you recommend and install the R-P ALUMALLOY Washable Filter in every industrial air filtering or central air conditioning system. Dollars and cents savings can be figured usually in YEARS with these long-lived R-P ALUMALLOY Filters. They last, and last, maintaining their high dust-loading capacity and proven air-cleaning efficiency through many repeated washings and recharges, year after year.

Main reason for this performance record is, of course, the unique multi-layered R-P ALUMALLOY filter media, with its effective "air-scrubbing" baffled pattern. It catches and holds more dirt, dust, soot and pollen with minimum air resistance. That means less frequent cleaning and better air circulation.

Pass this cost-saving good news on to YOUR customers! Help them prove the benefits of R-P ALUMALLOY Industrial Washable Air Filters. Get all the facts from your R-P Dealer or write for R-P Techni-Data Sheets.

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RESEARCH PRODUCTS CORPORATION
DEPT. AN, MADISON 10, WISCONSIN

Canadian Representative—
Delhi Industries, Delhi, Ontario

RP FILTERS . . . for FINER LIVING

Chosen as standard equipment by leading manufacturers

The BIGGEST NEWS in Refrigeration



The Sensational New

McINTIRE D-C FILTER-DRIER

FIRST-PASS DRYING

Absorbs and holds all moisture on contact. A single pass of refrigerant through D-C Filter-Drier is dehydrated to -60° dew point. No repeated warming of valves or cycling necessary. Wet systems restored to immediate operation.

PROGRESSIVE FILTERING

Large and efficient filtering areas assure clean systems and free flow.

The new McIntire D-C Filter Driers may be used with all refrigerants. They are available at leading wholesalers in factory-sealed and cartridge types. Try D-C Filter-Driers on a few jobs and you'll never again put up with the uncertainties and inconvenience of other types. Literature sent on request.

DOUBLE CAPACITY

Has twice the moisture absorbency of any other conventional drier, size for size. Stays on the line longer, has reserve capacity for any emergency. Saves call backs, saves cost.

EASY INSTALLATION ON LIQUID LINE

Dries effectively at refrigerant temperatures up to 150° F. No need to install in hard-to-get-at cold places.

MADE BY THE



MOISTURE INDICATORS and
MOISTURE CONTROL UNITS

McINTIRE CONNECTOR COMPANY

265 Jefferson St., Newark 5, N. J.

Sub-Zero

Sub Zero Freezer Co., Inc., Rt. No. 3, Madison, Wis.

Chest or upright type	Upright	Upright	Upright	Upright
Model No.	16 V	21 V	30 V 1	30 V 2
Separate freezing section?	No	No	No	Yes

DIMENSIONS (In Inches)

Interior: Height	70
Width	45½
Depth	28
Exterior: Height	41	72	71½	71½
Width	36	52	62½	62½
Depth	19	27	29	29

CAPACITY (In Cu. Ft.)

Freezer compartment	16	21	30	15
Storage compartment	15

INTERIOR EQUIPMENT

Partitions (No.)	1	1	1
Shelves (No.)	4	4	4	4

INSULATION

Kind	Armstrong Fiberglas			
Thickness: (In Inches)
Top	4½	4½	4½	4½
Sides	4½	4½	4½	4½
Bottom	4½	4½	4½	4½

DOORS

Number	(outer)	1	2	2	2
	(inner)	4	4	8	4

REFRIGERATION EQUIPMENT

Cooling medium	Plate
Compressor:	
Make	Servel
Sealed or open	Sealed
Location in freezer	Bottom
Refrigerant	"Freon"
Is control accessible for user adjustment?	Yes
Location	Center mullion

CONSTRUCTION AND FINISH OF

Cabinet	White baked enamel with chrome trim. Heavy gauge aluminum
Interior liner	Natural finish aluminum

PROTECTION PLAN

Warranty	1 year on cabinet, 5 years on unit
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Home Freezer Specifications

Bishop Silverfreeze (R. H. Bishop Co.)

R. H. Bishop Co., 103 N. Second St., Champaign, Ill.

Chest or upright type	Chest	Chest	Chest
Model No.	14HF-W	18HF-W	22HF-W
Separate freezing section?	No	No	No

DIMENSIONS (In Inches)

Interior: Height	29	29	29
Width	50	61	61
Depth	21½	21½	21½
Exterior: Height	35½	35½	35½
Width	58	69	69
Depth	29½	29½	29½

CAPACITY (In Cu. Ft.)

Freezer compartment	13.74	17.69	22.1
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INTERIOR EQUIPMENT

Partitions (No.)	2	3	0
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INSULATION

Kind	Flotofoam (very fine grade cotton in lid)		
Thickness: (In Inches)
Top	3½	3½	3½
Sides	4	4	4
Bottom	3	3	3

LIDS

Number	1	1	1
Lid support	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	390	425	365
Shipping	490	545	570
PRICE	\$479.50	\$548.00	\$597.50

REFRIGERATION EQUIPMENT

Cooling medium	Plate
Refrigerated surface area (sq. ft.)	14HF-W, 29.2; 18HF-W, 40.7; 22HF-W, 32.8
Compressor:	
Make	Servel
Sealed or open	Sealed
Refrigerant	"Freon-12"
Make of control	White-Rodgers
Accessible for user adjustment?	Yes
Location	At condensing unit
Condenser: Type	Finned
Forced or natural convection	Forced

CONSTRUCTION AND FINISH OF

Cabinet	White baked enamel
Interior liner	Aluminum with stainless steel bottom
Material in evaporator	Aluminum

PROTECTION PLAN

Five year food spoilage insurance policy.	
Warranty	One-year warranty on all parts, four-year replacement contract on motor compressor only

SPECIAL FEATURES

Versalite breaker strip, Versalite lid pan.	
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Movie Shows How To Sell Refrigerators



To produce an 18-minute training, sound film on selling refrigerators Philco recruited a staff of cameramen from television station WPTZ as well as professional actors. Sets for the shootings, which took four days, were provided in the showrooms of Philco Distributors, Philadelphia wholesale branch. In the photo above Edward Bland of Philco directs Virginia Brown, television actress, in her role as housewife. Philco has also made similar movies illustrating sales techniques for the freezer and room air conditioner fields.

Fighting Spirit

Fort Worth Dealer Bounds Back with Big Appliance Sale After Flood Losses

FT. WORTH, Tex.—Losses of more than \$100,000 in merchandise and building repair costs have not stopped Vergal Bourland, Inc., Kelvinator dealer here, from continuing business after the disastrous floods of early May, according to Vergal Bourland, head of the firm.

Bourland created a lot of attention by running a special sale as soon as the water receded, with the headline, "Come Heck Or High Water" and offering special prices on new refrigerators, which were delivered from the Kelvinator warehouse instead of the store.

Bourland's No. 1 store at 2705 W. 7th was completely submerged when a 10-ft. wall of water surged across this section of the city following a series of levee breaks.

The store had been stocked to the rafters with new appliances in anticipation of a sale, and thus, far more loss was encountered than would be normal otherwise. Chief losses were in radios and television sets, small appliances, and washing machines.

Most of the refrigerators on hand were sealed unit types, with motor protected, so that less renovation cost will be encountered here. Big shipments of television sets and

radios are enroute back to the factory for repairs.

Bourland also stated that the entire interior and much of the exterior of the building will have to be refinished, after tons of mud are removed.

Noma Electric Sales Fall 24% for 9-Month Period

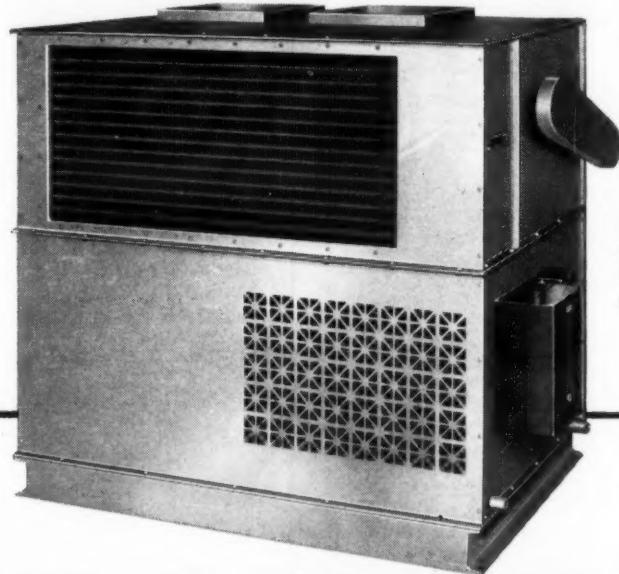
NEW YORK CITY—A 24% drop in sales and an even sharper drop in net profits were reported by Noma Electric Corp. for the nine months ending March 31 as compared with the same period ending March 31, 1948.

Sales for the period recently ended totaled \$25,712,291 as compared with \$33,677,755 last year. Net profits, after taxes, amounted to \$487,814 as compared with \$2,399,487 last year. Net loss for the quarter ending March 31, 1949 was \$951,514 as compared with a loss of \$363,403 for the same period last year.

Noma management, however, expressed the opinion that the firm should show a profit during the last six months of this year, barring unforeseen conditions.

Driemeyer Takes New Post

ST. LOUIS—H. G. Driemeyer, who was formerly regional sales manager for Nash-Kelvinator in this area, has resigned, and accepted appointment as major and small appliance buyer at the Biederman Furniture Co. here.



Model 10-4000 is a self-contained, duct-type unit operating on Freon 12. Easy to install. An ideal unit where 10-ton nominal rating is necessary.

GR Air Conditioning is aimed to please your customers

Here's a line of air conditioning equipment that's easy to sell . . . easy because it combines the features your customers want . . . features they demand.

- Quiet performance . . . moderate operating speed
- Easy to install . . . easy to service
- Long life . . . low upkeep
- Top quality machine at competitive price
- Streamlined and good looking
- Sizes to fit all needs
- Backed by over thirty years in the field

All of which adds up to More Cooling Per Dollar.

Let us show you why General Refrigeration offers more to your customers . . . more to you — why it pays to handle the best. For full information on this top quality line, write Dept. AC-15 today.



This self-contained model is available in 3, 5 and 7½ horsepower sizes. Looks good anywhere. Year 'round use and ease of servicing make it very economical. Heavy-duty Lipman compressor insures long-life service.

GENERAL REFRIGERATION DIVISION
YATES-AMERICAN MACHINE CO. *Lipman*
Beloit, Wisconsin

Every GR unit is double tested. Compressors are first given a preliminary run-in test. Later, the assembled unit is tested under operating conditions with the refrigerant to be used.

White Horse

White Horse Cabinet Co., Harleysville, Pa.

Chest or upright	Chest	Both	Both	Both	Both	Both	Both
Model No.	SA-12T	SS12-SC	SA-16	SS-16-SC	SA-24	SA-32	SA-40
Separate freezing section?	No	No	No	No	No	No	No

DIMENSIONS (In Inches)

Exterior: Height	32	32	34	34	34	32	34
Width	70	90	72	92	134	170	156
Depth	28	28	30	30	28	28	30

CAPACITY (In Cu. Ft.)

Freezer comp.	12	12	16	16	24	32	40

INTERIOR EQUIPMENT

Partitions	Extra equipment on all models
Shelves	On upright models only
Light	Extra item if required

INSULATION

Kind	Fiber glass, 5 inches on all models
------	-------------------------------------

LIDS OR DOORS

Number	1	2	2	2	3	4	4
Lid support			Yes, on all models				
Provision for locking?			Yes, on all models				

REFRIGERATION EQUIPMENT

Cooling medium	Tanks on chest type and plate racks on uprights
Compressor:	Type of warning device.....Buzzer extra item
Make.....Lehigh Blue Cold	Cabinet.....Stainless steel tops and doors and aluminum sides
Sealed or open.....Open	Interior liner.....Kold-Hold and Allied plate liners
Refrigerant....."F-12"	
Make of control.....Ranco	
Accessible for user adjustment?.....Yes	
Location.....On compressor	
Motor hp. rating.....Models SA-12T, SS12-SC, 1/4; SA-16, SS-16-SC, 1/4; SA-24 and SA-32, 1/2; SA-40, 3/4; SA-60, 1	

CONSTRUCTION AND FINISH OF

Cabinet.....Stainless steel tops and doors and aluminum sides
Interior liner.....Kold-Hold and Allied plate liners

PROTECTION PLAN

Guarantee.....1 year on all models

SPECIAL FEATURES

All units are designed to freeze at any place inside all models. Upright units are all custom built any size or shape.
--

Home Freezer Specifications

Steinhorst

Emil Steinhorst & Sons, Inc., Utica 3, N. Y.

Chest or upright	Chest	Chest	Chest	Chest	Chest	Chest	Chest
Model No.	C12	C20	WH12	WM12	WH18 1/2	WM18 1/2	WM26
Separate freezing section?	No	Yes	No	No	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	29	29	24	24	24	24	24
Width	38	62	48	48	73	73	100 1/2
Depth	20	20	20	20	20	20	20
Exterior: Height	38	38	32 1/2	32 1/2	32 1/2	32 1/2	32 1/2
Width	64	88	78	78	102	102	130
Depth	29	29	30 1/2	30 1/2	30 1/2	30 1/2	30

CAPACITY (In Cu. Ft.)

Freezer compart.		3.1			4.5	4.5	4.5
Storage compart.	12	16.9	12	12	14	14	21 1/2

INTERIOR EQUIPMENT

Partitions (No.)	3	4	2	2	3	3	4
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INSULATION

Kind	Zero Cel in all models						
Thickness: (In Inches)							
Top	3	3	3	3	3	3	3
Sides	4 1/2	4 1/2	5	5	5	5	5
Bottom	5	5	5	5	5	5	5

LIDS

Number	1	1	2	2	3	3	4
Lid support	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Provision for locking?							

WEIGHT (Lbs.)

Net	540	650	685	685	845	845	1,070
Shipping	630	770	775	775	965	965	1,220

PRICE

F.o.b. factory ..	\$347	\$440	\$423.50	\$428.50	\$520	\$530	\$662
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Sub-Zero, Two Zone (Manitowoc Equipment Works)

Manitowoc Equipment Works, 621 Quay St., Manitowoc, Wis.

Chest or upright type	Upright	Upright	Upright	Upright
Model No.	12	14	20 & 21	30 & 31
Separate freezing section?	Yes	No	No	Yes

DIMENSIONS (In Inches)

Interior: Height	42 1/2	42 1/2	46 1/2	Upper 25% Lower 15 1/2
Width	26	26	31	30
Depth	19 1/4	19 1/4	24 3/4	23 3/4
Exterior: Height	67 1/2	67 1/2	67 1/2	67 1/2
Width	36	36	36	36
Depth	29 1/2	29 1/2	29 1/2	29 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	3		4.75	10
Storage compartment	9	12	14.25	5

INTERIOR EQUIPMENT

Shelves (No.)	3	3	3	3
Drawers (No.)	0	0	0	2
Light	No	No	No	Yes

INSULATION

Kind	Fiberglass	Santocel	Fiberglass
Thickness: (In Inches)			
Top	5 1/2	5 1/2	3 1/2
Sides	5	5	2 1/2
Bottom	5	5	2 1/2
Doors	5	5	3
Back	4 1/4	4 1/4	2 1/2

DOORS

Number	8 inner	0	8 inner	0
Provision for locking?		Yes as accessory		

WEIGHT (Lbs.)

Net	308	320	323	417
Shipping	473	485	488	582

Loudon

Loudon Sales, Inc., 2524 27th Ave. S., Minneapolis, Minn.

Chest or upright type	Chest	Chest	Chest	Chest	Chest
Model No.	4	8	16	FF15	FF20
Separate freezing section?	No	No	No	No	No

DIMENSIONS (In Inches)

Exterior: Height	37 1/2	36	39 1/4	35	35
Width	32 1/2	51 1/4	93 1/4	57	69
Depth	25 1/2	28	28	28 1/2	28 1/2

CAPACITY (In Cu. Ft.)

Freezer compartment	4	8	16	15	19
---------------------	---	---	----	----	----

INSULATION

Kind	Rock Wool			Fibreglas	
Thickness: (In Inches)					
Top	2 1/2	2 1/2	2 1/2	2	2
Sides	4	4	2 1/2	4	4
Bottom	4	4	4	4	4

LIDS

Number	1	1	2	1	1
Lid support	No	No	No	Yes	Yes

WEIGHT (Lbs.)

Net		320	518		
Shipping		440	670		

REFRIGERATION EQUIPMENT

Cooling medium	Plate
Refrigerated surface area (sq. ft.)	Model C12, 16 1/2; C20, 25; WH12, WM12, 21.2; WH18 1/2, 29; WH26, WM26, 38.5
Compressor:	Make.....Models C12, C20, WH12, WH18 1/2, WH26, G-E or Servel; WM12, WM18 1/2, WM26, Brunner
Sealed or open	Models C12, C20, WH12, WH18 1/2, WH26, sealed; WM12, WM18 1/2, WM26, open
Location in freezer	Left end
Refrigerant	"Freon-12"
Make of control	Models C12, C20, Ranco; all others, White-Rodgers
Accessible for user adjustment?	Yes
Location	Under hood
Motor hp. rating	Model WM12, 1/4; WM18 1/2, 1/2; WM26, 3/4
Condenser: Type	Finned
Forced or natural convection	Forced
Type of warning device	Light

CONSTRUCTION AND FINISH OF

Cabinet	Steel, zinc plated and Bonderized, baked Dulux finish
Interior liner	Steel, zinc plated and Bonderized, aluminum finish
Material in evaporator	Copper and steel

PROTECTION PLAN

Five-year food spoilage insurance policy.
Warranty.....1 year on all equipment; additional 4 years on power unit of models C12, C20, WH12, WH18 1/2, and WH26

SPECIAL FEATURES

Models C12 and C20: "Dutch" hold-over freezer plates, "breather wall" construction, refrigerated partitions. Models WH12, WM12, WH18 1/2, WM18 1/2, WH26, and WM26: Air blast freezing, portable forced air assembly, "Dutch" freezer plates, "breather wall" construction, refrigerated partitions.
--

REFRIGERATION EQUIPMENT

Cooling medium	Models 12, 14, 20 & 21, plate; model 30 & 31, upper, suspended evaporator, lower, wrap around
Refrigerated surface area (sq. ft.)	Models 12, 14, 15.24; 20 & 21, 31.98; 30 & 31, lower 15.8
Compressor:	Make.....Tecumseh
Sealed or open	Sealed
Location in freezer	Bottom
Refrigerant	"F-22"
Make of control	Cutler-Hammer
Accessible for user adjustment?	Yes
Location	Bottom

CONSTRUCTION AND FINISH OF

Cabinet	Welded C.R. steel, hi-baked white enamel
Interior liner	Models 12, 14, 20 & 21, welded C.R. steel, hi-baked white enamel; 30 & 31, upper aluminum, lower steel
Material in evaporator	Models 12, 14, 20 & 21, copper and steel; 30 & 31, upper aluminum, lower steel and copper

REFRIGERATION EQUIPMENT

Cooling medium	Models 4, 8, and 16, suspended evaporator; FF15, FF20, plate
Compressor:	Make.....Models 4, 8, 16, Tecumseh; FF15, FF20, G-E
Sealed or open	Sealed
Location in freezer	Models 4, 8, 16, below; FF15, FF20, top
Refrigerant	"Freon"
Make of control	White-Rodgers
Accessible for user adjustment?	Yes
Location	Outside

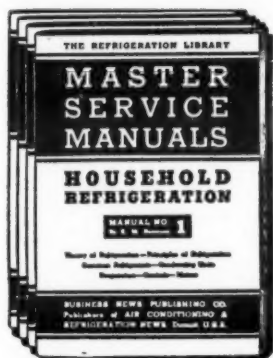
CONSTRUCTION AND FINISH OF

Cabinet	Models 4, 8, 16, Dulux; FF15, FF20, enamel
---------	--

HOUSEHOLD REFRIGERATION

You can use these books for reference, review, or study.

HANDY, PRACTICAL, AUTHENTIC, AND INEXPENSIVE



THEORY

MANUAL NO. 1—The theory and principles of refrigeration explained in simple terms. Characteristics of common refrigerants. Construction and operation of the major component parts of a household refrigerator. 144 pages. 114 illustrations. 6 tables and charts. Price \$1.00.

DIAGRAMS

MANUAL NO. 2—Diagrams show how to distinguish the difference between the fundamental types of systems. Detailed instructions regarding the proper methods of installing and servicing each type. A comprehensive guide for all the popular makes. 128 pages. 179 illustrations. Price \$1.00.

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MANUAL NO. 3—Detailed data on methods of servicing several special refrigerators including Allison, Electrice, Holmes, U. S. Hermetic, Majestic Conventional, Majestic Hermetic, Socold, Iroquois, and Welsbach. 144 pages. 59 illustrations. Price \$1.00.

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MANUAL NO. 4—Service information on 12 makes of household electric refrigerators including Absopure, Apex, Atwater Kent, Coldspot (Sunbeam and Sears), Copeland, Dayton (Niagara), Fairbanks-Morse, Graybar Ig-Kold, Iceberg, Liberty, Rice, and Servel. 129 illustrations. 128 pages. Price \$1.00.

Order from your parts wholesaler

Business News Publishing Co., Detroit, Mich.

Distributor Believes Demonstration In Home of New Freezer Owner With Some Friends Present To Be Most Effective Promotion Method

HOUSTON, Tex.—How one distributor has promoted home freezers consistently and encouraged and aided its dealers to do the same is exemplified in the operations of J. A. Walsh & Co. here, headed by James A. Walsh.

That his merchandising policies have been successful was attested recently by the Deepfreeze Div., Motor Products Corp. The manufacturer publicly recognized that the Walsh firm led the nation in distributor sales of its freezers for the last six months of 1948.

Walsh says that his firm, which has been selling Deepfreeze freezers since 1939, follows standard merchandising policies but has "attempted to use every known media and to follow through in every case with our dealers on all promotions undertaken."

Early in the game, Walsh recognized that to successfully sell home freezers, it would be necessary to sell the story to the housewife of food savings, convenience, and economy made possible by the ownership of a freezer.

"It was decided that this could best be done through public demonstrations by us in cooperation with our dealers and by home demonstrations by the dealer after the sale had been made," he explained.

"One of the most successful promotions has been to have the dealer bring into his store, by one means or another, a group of women interested in learning more about the processing of foods for freezing."

Walsh commented that he could always tell which dealers had staged demonstrations and when by simply looking at a sales graph of dealer purchases. The upward trend was very evident after demonstrations had been held, he noted.

The most effective single promotion that can be used in selling freezers, he stated, is to conduct a demonstration in the home of a new freezer owner before a dozen or so of her friends.

The Houston distributor has particularly urged his dealers to arrange such demonstrations. The new owner can invite her friends over for a card party or just a luncheon.

Wherever possible, Walsh arranges to have his own home economist, Mrs. Rita Holdridge, recognized around Houston as an expert on preparing and freezing foods, to visit the hostess several days in advance of the get together. Mrs. Holdridge at that time prepares and freezes the lunch for the party.

"This is a very inexpensive way to attract new prospects, as this luncheon



Mrs. Rita Holdridge, home economist at J. A. Walsh & Co., conducts one of the freezer demonstrations, which the distributor has found so successful in aiding him to lead the nation in distributor sales of Deepfreeze freezers for the last six months of 1948.

can be prepared and served for approximately 50 cents per person," he stated.

Walsh said that his firm has been engaged in only one "giveaway" promotion, but that one was extremely successful. More than 200 freezers were sold in a 10 day period.

This promotion was staged last November and keyed in to the Thanksgiving dinner. For the occasion, \$50 worth of frozen foods were given away with each 10-cu. ft. model and \$25 worth with every 6-cu. ft. model.

"This promotion was responsible for November being our third best month in home freezer sales in 1948," he asserted.

In addition to these point-of-sale promotions, the distributor also works closely with the utilities and the banks to place freezer displays on their floors and in various conventions and home shows.

"We have held demonstrations in practically every county fair in our territory at every opportunity along with meetings with R.E.A. and farm groups," Walsh said.

"In cooperation with our dealers we have taken part in numerous cooking schools where demonstrations were made of Deepfreeze units and food processing."

"Our advertising has been both extensive and consistent. A rotogravure page appears once each month in the *Houston Chronicle*. One of the local newspapers features a weekly column on freezers and freezing by Mrs. Holdridge."

In addition the distributor spon-

sors a 30-minute weekly radio program and uses radio spots, billboard's, and newspaper advertising.

"We also try to encourage our dealers on good display by setting up model Deepfreeze displays in our own display windows and running a contest among the dealers for the most effective display at certain seasons."

Walsh credits no small part of his success to the efforts of Mrs. Holdridge. Mrs. Holdridge has been with

the company for three years as resident home economist and during that time has lectured on home freezing before the teaching staffs of several universities and the home economics departments of many high schools.

She has also given talks and demonstrations before church groups and clubs throughout south Texas and has even put on demonstrations in private homes.

In her weekly newspaper column, she emphasizes the economy of preparing meals from a home freezer and gives menus of complete meals that can be prepared in advance and stored in the freezer until ready for serving. Each article invites questions from the reader and gives Mrs. Holdridge's telephone number.

The success of county fair demonstrations was pointed up at the recent south Texas State Fair at Beaumont, where a local Deepfreeze dealer, R. F. DuBois Co., manned a booth.

A freezer was given away at the fair and some 9,000 persons registered for a chance on it. DuBois reported that his sales greatly increased immediately after the fair.

Typical of the informal and personal style used by Walsh in advertising freezers is one full page rotogravure advertisement appearing on behalf of the Finger Furniture Co.

This advertisement pictured a number of unexpected guests arriving at a friend's home and was captioned, "When appetites call . . . Be on the ball with a new '49 Deepfreeze."

The advertisement went on to outline the features of the Deepfreeze freezer and provided a coupon in the lower left hand corner by which the reader could request an illustrated brochure on the freezer.

School Attracts 186

You're Expected!
Save Monday Night For Us



The Home Freezer School
MONDAY NIGHT 7:45 P.M.
EXCITING DOOR PRIZES!

Grand Prize — a DEEPFREEZE VALUED AT \$169.95 — OR that much credit on a larger model.

Special Thanksgiving Offer!

Thanksgiving Dinners Given Away
During Week of Nov. 20 to Nov. 27th

\$50.00 in foods, including a broad-breasted Liling Fowl, turkey, given away with the purchase of a 10 cubic foot model Deepfreeze . . . Or \$25.00 in packaged delicious frozen foods given with the purchase of a 3 or 6 cubic foot model Deepfreeze. Come to the freezer school and see for yourself.

Free Courses in Home Freezing

FREE instruction in home freezing by home economy experts, Lattie Baynton and Rita Holdridge. Learn to live better and budget better and enjoy yourself while you learn. You are expected at our school party. You really should come if you own any kind of home freezer. No obligation for instructions.

"Where you have learned to EXPECT quality"

Lansdowne & Moody
OPEN EVERY NIGHT BUT SUNDAY until 9 p.m.
1801 Pampa Houston 6178

Lansdowne & Moody of Houston, Texas, found this promotion successful.



FREEZERS

"Built Like A Battleship"

JUST WHAT YOUR CUSTOMERS WANT

Full-opening, counterbalanced lid . . . Smooth, streamlined exterior . . . Quiet, efficient operation . . . Strong, durable construction . . . Abundant zero storage and freezing space

5-YEAR FOOD WARRANTY • 5-YEAR PROTECTION PLAN

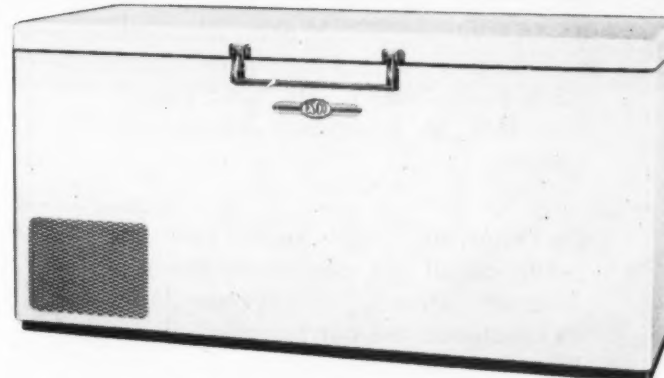
Illustrated is Model CL-16 (16 cu. ft.) with full-opening lid—same as but longer than Model CL-12 (12 cu. ft.).

A Size For Every Customer - 10 to 40 Cu. Ft.

DEALERS AND DISTRIBUTORS

Write for detailed information and specifications on the profit-making ESCO line.

ESCO Cabinet Company, West Chester, Penna.



Model M-40
(40 cu. ft.)

Model M-32
(32 cu. ft.)

Model M-24
(24 cu. ft.)



All equipped with Air Blast Fast Freeze Fan and Signal

A PROFITABLE LINE TO SELL

It Seems He Might Be Right



For leading the national distributor organization in sales of Deepfreeze home freezers, members of J. A. Walsh & Co. receive a certificate of merit award from the manufacturer. (l. to r.) are G. H. Smith of Deepfreeze; James A. Walsh, president; and J. W. Derr, sales manager of the distributorship; and F. F. Duggan of Deepfreeze.

If You're Interested in Refrigeration
You'll want a copy of the new
DEPENDABOOK No. 150

Refrigeration
(Parts) Catalog

DEPENDABOOK Number 150 is jammed full of illustrated refrigeration parts and supplies at rock-bottom prices . . . Depend on the DEPENDABOOK. Write for your copy.



The HARRY ALTER CO.
1728 S. MICHIGAN AVE., CHICAGO 16, ILL.
134 LAFAYETTE ST., NEW YORK 13, N. Y.

WHOLESALE
ONLY

Home Freezer Specifications

General

General Refrigerators Corp., 678 Broadway, New York 12, N. Y.

Model No.	CR14	CR20	ICG6	ICG8	ICG10
Separate freezing section?	No	No	No	No	No

DIMENSIONS (In Inches)

Exterior: Height	34	34	34	34	34
Width	83	90	53	65	89
Depth	29	29	29	29	29

CAPACITY (In Cu. Ft.)

Freezer compartment	14	20	10	15	20
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INTERIOR EQUIPMENT

Partitions (No.)	1	2	1	2	3
Baskets (No.)	1	2

INSULATION

Kind	Fibre Glass				
Thickness: (In Inches)					
Top	3	3	3	3	3
Sides	5	5	5	5	5
Bottom	4	4	4	4	4

LIDS OR DOORS

Number	2	3	2 glass	2 glass	4 glass
Provision for locking?	Yes	Yes

REFRIGERATION EQUIPMENT

Cooling mediumPlate

Compressor:

MakeG-E

Sealed or openSealed

Location in freezer.....Enclosed in

cabinet under freezer compart.

Refrigerant“F-12”

Make of control.....Cutler-Hammer

Accessible for user

adjustment?Yes

Location.....On the compressor

Motor hp. rating.....CR14, CR20,

ICG8, ½; ICG6, ¼; ICG10, ½

Condenser: TypeFinned

Forced or natural convection.....Forced

CONSTRUCTION AND FINISH OF

CabinetSteel

Interior liner.....Steel

Material in evaporator.....Steel

PROTECTION PLAN

Warranty5 years

Guarantee1 year

Howard

Howard Refrigerator Co., Inc., 507 Arch St., Philadelphia, Pa.

Chest or upright type	Chest	Chest	Chest	Chest
Model No.	H-1200	H-15	H-20	1302
Separate freezing section?	No	No	No	No

DIMENSIONS (In Inches)

Interior: Height	22	28	28	14
Width	47	68	88	25
Depth	23	22	22	14
Exterior: Height	38	36	36	19
Width	54	75	96	32
Depth	30	29	29	19

CAPACITY (In Cu. Ft.)

Freezer compartment	12	15	20	3
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INTERIOR EQUIPMENT

Partitions (No.)	2	3	4
------------------	---	---	---	------

INSULATION

Kind	Fiberglass semi-rigid			
Thickness: (In Inches)				
Top	3	3	3	3
Sides	4	4	4	3
Bottom	5	5	5	3

LIDS

Number	1	2	3	1
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	500	650	800	275
Shipping	600	770	950	350

REFRIGERATION EQUIPMENT

Cooling medium.....Wrap around

Refrigerated surface area

(sq. ft.)H-1200, 24; H-15, 36;

H-20, 53; 1302, 8

Compressor:

MakeTecumseh

Sealed or open.....Sealed

Location in freezer.....Bottom

Refrigerant“F-12”

Make of controlCutler-Hammer

Accessible for user

adjustment?Yes

Location.....Compressor compart.

Condenser: TypeFinned

Forced or natural convection.....Both

CONSTRUCTION AND FINISH OF

Cabinet.....Steel, baked white finish

Interior liner.....Steel, baked white

finish

Material in evaporator.....Copper, steel

PROTECTION PLAN

Warranty.....1 year repair and replacement of parts, f.o.b. factory

Ace

Ace Cabinet Corp., New Bedford, Mass.

Chest or upright type	Chest	Chest	Chest	Chest	Upright	Upright
Model No.	HE7	HF10	HF15	HF21	SU28	SU34
Separate freezing section?	Yes	Yes	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	26½	26½	26½	26½	50	64
Width	32	44	56	80	20	20
Depth	20½	20½	20½	20½	50	50
Exterior: Height	34½	34½	34½	34½	72	79
Width	41	53	65	89	29½	29½
Depth	29½	29½	29½	29½	58½	58½

CAPACITY (In Cu. Ft.)

Freezer compartment	3	3	3	3	0	0
Storage compartment	3.9	7.6	11.5	18.7	28	34.5

INTERIOR EQUIPMENT

Partitions (No.)	1	2	3
Shelves (No.)	4	6
Baskets (No.)	1	1	2	3

INSULATION

Kind	Cork Board and Fibre Glass					
Thickness: (In Inches)						
Top	2	2	2	2	4	4
Sides	4	4	4	4	4	4
Bottom	4	4	4	4	5	5
Door	4	5

LIDS OR DOORS

Number	1	1	1	2	4 out 4 in	5 out 5 in
Lid support	Yes	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Shipping	410	490	525	620	700	850
PRICE	\$330	\$375	\$470	\$595	\$709	\$771

REFRIGERATION EQUIPMENT

Cooling medium.....Models SU28 and

SU34, plate; all others, wrap around

Compressor:

Make.....SU28, SU34, General Elec-

tric; all others, Tecumseh

Sealed or open.....SU28, SU34, open;

all others, sealed

Location in freezer.....SU28, SU34,

bottom of cabinet; all others,

under freezing compartment

Refrigerant.....SU28, SU34, “F-12”;

all others, “F-22”

Make of control.....SU28, SU34,

White-Rodgers; all others, Ranco

Accessible for user

adjustment?Yes

Location.....Compressor compart.

Motor hp. rating.....SU28, SU34, ½

Condenser: Type.....SU28, SU34, finned

Forced or natural convection.....SU28,

SU34, forced

CONSTRUCTION AND FINISH OF

CabinetBaked enamel

Interior linerStainless steel

Material in evaporator.....SU28, SU34,

steel; all others, copper

PROTECTION PLAN

Cabinets guaranteed for one year and additional warranty may be obtained for four years.



you ALWAYS know
where Whiting stands

Whiting Corporation re-affirms its strict adherence to this basic policy, established in 1884, and kept continuously in effect for over 65 years:

“To produce every product bearing the Whiting name as economically as possible without sacrificing quality, performance or endurance.”

From the very beginning, this basic policy has guided the production of Whiting Food Freezers. It will continue to do so. Whiting Corporation will never sacrifice quality to effect price reductions to their distributors, dealers or the purchasing public.

You always know where Whiting stands. We have never put Price ahead of Performance. Our products and their record of service speak for themselves. For quality freezers, with service-free performance, you can ALWAYS depend on Whiting.

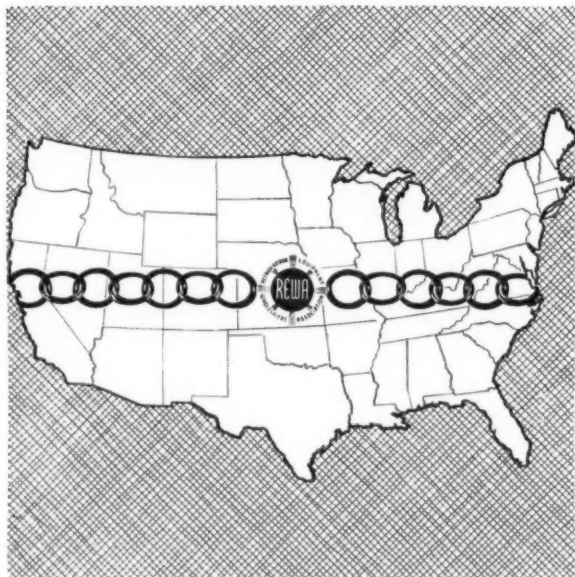
HOWARD R. ROBERTS
General Sales Manager
Refrigeration Division.

Whiting
THE GREAT NAME IN FOOD FREEZERS

An Important Link in America's Distribution System —YOUR REWA WHOLESALER

The smooth functioning of the distribution system which keeps products and services flowing to you doesn't happen—it is carefully built and maintained by people like your REWA wholesaler. He is an important link in America's distribution system.

By knowing your needs and the needs of all his customers through intimate personal contact, he helps to eliminate the bottlenecks and delays of poor distribution. He is a big contributor to the efficient operation of your own business.



When You Buy From Your REWA Wholesaler
You Buy With Confidence

180 MEMBERS
MAINTAINING
OVER 300
CONVENIENT
OUTLETS

H. S. McCloud, Executive Secretary

BUY FROM A MEMBER



920 East McMillan St., Cincinnati 6, Ohio

Home Freezer Specifications

Ben-Hur

Ben-Hur Mfg. Co., 634 E. Keefe Ave., Milwaukee 12, Wis.

Chest or upright type	Chest	Chest	Chest
Model No.	299	2129	2189
Separate freezing section?	Yes	Yes	Yes

DIMENSIONS (In Inches)

Interior: Height	27	27	27
Width	41	52	73
Depth	18½	18½	18½
Exterior: Height	36	36	36
Width	50	61	82
Depth	27½	27½	27½

CAPACITY (In Cu. Ft.)

Freezer compartment	2.3	2.3	2.3
Storage compartment	6.89	10.2	16.15

INTERIOR EQUIPMENT

Partitions (No.)	3	5	5
Baskets (No.)	1	2	2
Thermometer	Yes	Yes	Yes

INSULATION

Kind	Fiberglass		
Thickness: (In Inches)			
Top	2½	2½	2½
Sides	4	4	4
Bottom	5	5	5

LIDS

Number	1	1	2
Lid support	Yes	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	323	355	490
Shipping	396	450	595

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around	Location	Front
Compressor:		Condenser: Type	Finned
Make	Tecumseh	Forced or natural convection	Forced
Sealed or open	Sealed	CONSTRUCTION AND FINISH OF	
Location in freezer	Lower right corner	Cabinet	Steel
Refrigerant	"Freon"	Interior liner	Steel
Make of control	Ranco	Material in evaporator	Copper
Accessible for user adjustment?	Yes	PROTECTION PLAN	
		Warranty	Five years at no charge

Norge

Norge Div., Borg-Warner Corp., 670 E. Woodbridge, Detroit 26, Mich.

Chest or upright type	Upright	Chest	Chest
Model No.	HF-6	HF-12	HF-20
Separate freezing section?	No	Yes	Yes

DIMENSIONS (In Inches)

Exterior: Height	58¾	37	37
Width	29¾	62½	93
Depth	24¾	29¾	29¾

CAPACITY (In Cu. Ft.)

Freezer compartment	0	2.46	2.46
Storage compartment	6.52	9.54	17.54

INTERIOR EQUIPMENT

Partitions (No.)	0	3	5
Shelves (No.)	4	0	0
Baskets (No.)	0	1	1
Light	No	Yes	Yes

INSULATION

Kind	Glass fiber		
Thickness: (In Inches)			
Top	4	2	2
Sides	4	5	5
Bottom	4	5	5
Door	4	0	0

LIDS AND DOORS

Number	1	1	2
Lid support	No	Yes	Yes
Provision for locking?	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	225	550	710
Shipping	304	625	800

PRICE	\$299.95	\$450	\$600
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REFRIGERATION EQUIPMENT

Cooling medium	Model HF-6, plate;
Models HF-12, HF-20, wrap around	
Compressor:	
Make	Norge
Sealed or open	HF-6, HF-12, sealed; HF-20, open
Location in freezer	HF-6, bottom;

HF-12, HF-20, below freezer comp.
Refrigerant...HF-6, HF-12, "F-12";
HF-20, "F-21"

Make of control...Cutler-Hammer

Accessible for user adjustment? Yes

Location...HF-6, throat lining;

HF-12 and HF-20, machine comp.

Motor hp. rating...Model HF-20, ½

Condenser: Type...Finned

Forced or natural convection...Forced

Type of warning device...Buzzer

furnished as accessory

CONSTRUCTION AND FINISH OF

Cabinet...One-piece wrap around

finished in Norglos enamel

Interior liner...HF-6, aluminum;

models HF-12 and HF-20, steel

Material in evaporator...Copper

PROTECTION PLAN

Warranty...Models HF-6 and HF-12,

5 years; model HF-20, 1 year

Care In Wrapping Frozen Foods Will Cut Oxidation To Minimum, Speaker Says

CASPER, Wyo.—Methods of preparing cooked, baked, and unbaked foods for freezing and the proper packaging of the food for freezing were demonstrated at the Mountain States Power Co. hall here recently for about 200 women by Mrs. E. J. Smith, nutritionist for the Agricultural Extension Service.

Among the foods prepared for freezing were baked and unbaked rolls, cookies and pies, frosted cake, and open-face sandwiches.

Mrs. Smith placed emphasis on proper wrapping of each product before placing it in the freezer. Types of wrappings used included plastic bags, moistureproof cellophane, aluminum foil, and waxed paper.

Featured in the demonstration was the stuffing and trussing of a chicken ready for roasting, which was wrapped in aluminum foil before placing in the freezer. She emphasized the importance of working as much air as possible out from around the packaged food before sealing in order that a minimum of oxidation will occur.

The demonstrator stated that the length of time baked foods can be kept in the freezer varies two months to a year, depending on the item, but she stressed the fact there is not much need for planning to keep these products for more than six months. Uncooked foods usually should not be kept more than two or three months, she added.

CUNNINGHAM CABINETS Get You Business Every Day.

Our dealer tested sales plan plus moderate prices insure high customer acceptance.



This amazingly efficient, wide open at the top frozen food or ice cream display cabinet holds sub-zero temperatures everywhere in the cabinet (laboratory tests have proved it to hold -9° in a 110° room!).

For Further Information Write

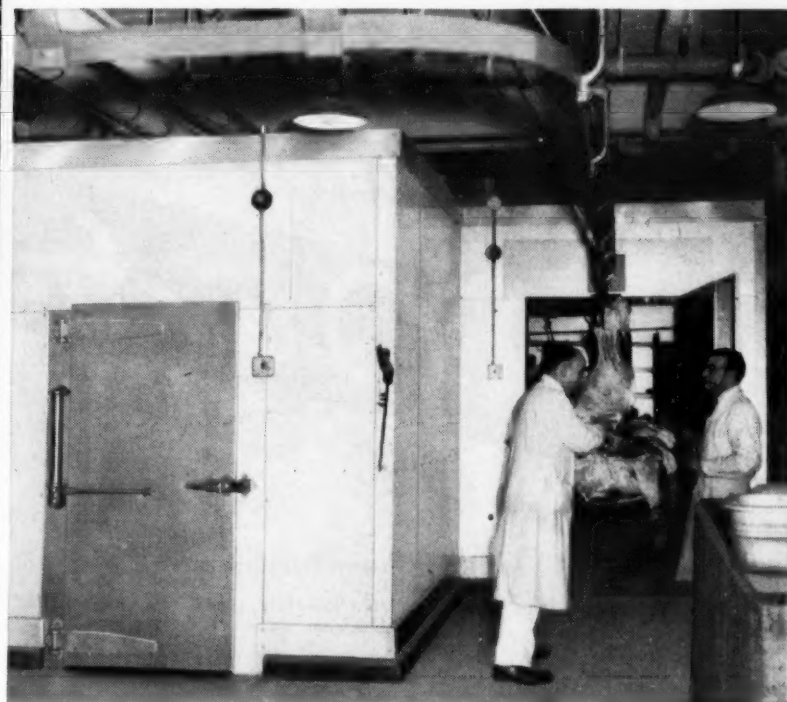
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5555 CONNER AVENUE
DETROIT 13, MICHIGAN

"Gold Bond Zerocel stands up Best in Service!"

Says NEW ENGLAND CONTRACTOR,

Charles W. Brockunier, President, Cork Engineering and Insulation Co., Inc.



ONE of Boston's leading contractors tells us that he has recently installed five Zerocel insulated walk-in coolers and one walk-in freezer (above, right) in one of the newest and finest super markets in New England. He has found that Zerocel offers the highest efficiency at the lowest cost—claims it's the best insulation "buy" of our day.

Every day, owners and builders throughout the Refrigeration Industry are specifying clean, easy-to-install Zerocel insulation (above, left). It's economical, gives perfect insulation performance, and it's fireproof! For complete details, send for your copy of this free booklet today!

- Efficient, "K" factor of 0.24 BTU at 60°F.
- Fireproof
- Will not absorb moisture
- Odorless
- Will not settle
- Immune to fungus, rot and decay
- Easier application

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ZEROCEL
INSULATION**



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SEND FOR FREE BOOKLET TODAY!

National Gypsum Co., Dept. A-96, Buffalo 2, N. Y.

Gentlemen: Please send me a FREE copy of the new Gold Bond Zerocel Booklet, "Fireproof Refrigeration Construction."

Name

Company

Street

City

State

50 Ton Air Conditioner

50 Ton Air-Conditioner Unit in A-1 condition for industrial or commercial use. Consisting of two 75 Ton Chrysler Co. 14-H Airtemp units of two compressors each. Marlo evaporative condenser. Direct expansion cooling coils. Complete with necessary starters and Johnson temperature control equipment. Entire unit rated and ready for immediate shipment FOB, Southern Illinois. For further details:

Write Box 3196, c/o Air Conditioning & Refrigeration News, 450 W. Fort Street, Detroit 26, Mich.

Home Freezer Specifications

Victor (Victor Products Corp.)

Victor Products Corp., 901 Pope Ave., Hagerstown, Md.

Chest or upright type	Chest	Chest	Chest	Chest
Model No.	Q4912	Q4916	Q4920	Q4926
Separate freezing section?	Yes	Yes	Yes	Yes

DIMENSIONS (In Inches)

	Freez. Stor.	Freez. Stor.	Freez. Stor.	Freez. Stor.
Interior: Height	11 3/4	27 1/4	27 1/4	27 1/4
Width	22	30 1/2	12	40 1/2
Depth	19	19	19	19
Exterior: Height	37 1/2	37 1/2	37 1/2	37 1/2
Width	62 1/2	78 1/2	93 1/2	139 1/2
Depth	29	29	29	29

CAPACITY (In Cu. Ft.)

Freezer compartment	3	4	3	6.96
Storage compartment	9	12	17	19.76

INTERIOR EQUIPMENT

Partitions (No.)	3	3	5	4
Baskets (No.)	1	1	1	1
Light	Yes	Yes	Yes	No

INSULATION

Kind	Fiber-Glas			
Thickness: (In Inches)				
Top	2	2	2	2
Sides	5	5	5	5
Bottom	5	5	5	5

LIDS

Number	1	1	2	3
Lid support		Counterbalanced type		
Provision for locking?	Yes	Yes	Yes	Yes

WEIGHT (Lbs.)

Net	480	618	705	950
Shipping	585	470	800	1,150

REFRIGERATION EQUIPMENT

Cooling medium	Wrap around
Compressor:	
Make	Various makes
Sealed or open	Sealed
Location in freezer	Left end
Refrigerant	"Freon-12"
Make of control	Ranco
Accessible for user adjustment?	Yes
Location	Machine compartment
Condenser: Type	Finned
Forced or natural convection	Natural
Type of warning device	Buzzer opt.

CONSTRUCTION AND FINISH OF

Cabinet	Steel, Bonderized, with baked primer and finish
Interior liner	Steel, Bonderized, with baked primer and finish
Material in evaporator	Copper

PROTECTION PLAN

Warranty	5 years—1 year on cabinet, 4 years additional on condensing unit
	Five-year food spoilage insurance.

Chill Chest (Revco)

Revco, Inc., Deerfield, Mich.

Chest or upright type	Chest	Chest
Model No.	FF-80	FF-120
Separate freezing section?	No	Yes

DIMENSIONS (In Inches)

		Storage	Freezer
Interior: Height	19 1/2	28 1/2	14 1/2
Width	37 1/2	32	18
Depth	20 1/2	18	18
Exterior: Height	36	36 1/2	
Width	41	59	
Depth	27	27	

CAPACITY (In Cu. Ft.)

Freezer compartment	0	2.8
Storage compartment	8	9.5

INTERIOR EQUIPMENT

Partitions (No.)	2	2
Baskets (No.)	0	2
Light	Yes	Yes

INSULATION

Kind	Fiberglass	
Thickness: (In Inches)		
Top	2 1/4	2 1/4
Sides	3 3/4	4 1/2
Bottom	3 1/4	4 1/4

LIDS

Number	1	1
Lid support	Counterbalanced	Hinge
Provision for locking?	Yes	Yes

WEIGHT (Lbs.)

Net	245	310
Shipping	290	380

REFRIGERATION EQUIPMENT

Cooling medium	Aluminum food liner with aluminum tubes brazed to 4 side walls
----------------	--

Compressor:

Make	Tecumseh
Sealed or open	Sealed
Location on freezer	Below food compartment

Refrigerant	FF-80, "Freon-12"; FF-120, "Freon-22"
-------------	---------------------------------------

Make of control	Ranco
Accessible for user adjustment?	Yes
Location	Front (guarded)

Condenser: Type	Finned
Forced or natural convection	FF-80, natural; FF-120, forced
Type of warning device	Signal lights

CONSTRUCTION & FINISH OF

Cabinet	Bonderized steel, baked on synthetic enamel
Interior liner	Aluminum
Material in evaporator	Extruded aluminum, brazed to aluminum liner

PROTECTION PLAN

Warranty	Cabinet proper—1 year against defective workmanship, materials. Five-year warranty covering unit
----------	--

SPECIAL FEATURES

Counter height; toe space; compact size; full counterbalanced easy lifting lid; waterproof lid with floating inner lid panel; simple lid seal adjustment; new, efficient breaker strip in color; exclusive safety signal light; fool-proof, adjustable temperature control; anti-glare interior light; special service cord retainer clip.

Meat Purchases Rise 50% After Market Adds Locker Plant

Md. Enterprise Draws Customers from Afar

TOWSON, Md.—A well-managed locker plant, operated as an adjunct to a food store, is an ideal method of building profitable meat sales, according to W. F. Burgee, owner of Twin Food Stores, here.

The Maryland locker plant is arranged that entering and leaving it is part of the "shopping circle" which each housewife moving through the Twin Food supermarket makes.

Use of the locker plant is "merchandised" by means of small signs along the grocery display shelving, which explain the number of lockers contained, the rentals, advantages which the housewife may enjoy through use of low-temperature storage space, etc.

Since completion of the locker plant, the number of meat purchases per week has risen from 800 to 1,500, according to Burgee. Customers are allowed to specify any type of meat cutting they wish, in a processing room at one side of the market, and buy meat at cost, paying a processing charge of 6 1/2 cents per pound for buying, cutting, as well as freezing.

All packages are double-wrapped, and identified with the customer's name, a code number, and "inventoried" on a sheet available to the customer at any time.

Burgess's rental plan is based on a 3-year contract, rather than the usual yearly rental. Lockers rent at \$8, \$10, and \$15 annually, for "oversized" low drawers, standard low drawers, and "high drawers."

Some lockers are available on a single-year basis, where the customer does not want to tie up a locker for three years, and charges on this basis are listed at either \$10, \$12, or \$17.50.

"We also rent lockers by the month to tourists, or military personnel on short-term duty in the area," Burgee said. "The rates here are \$1, \$1.25, and \$2 a month."

After much experimentation, Burgee has set the processing charges for meat at 2 1/2 cents per lb. for buying, 2 1/2 cents per lb. for cutting and wrapping, and 1 1/2 cents per lb. for chilling. Other processing charges which have been established are 1 1/2 cents per lb. for fruits and vegetables, 5 1/2 cents per lb. for poultry, and 5 1/2 cents for fish, sharp-frozen, wrapped, and stored.

Steady use of the locker plant has given Burgee enough experience to set up nominal charges for each type of locker operation. For example, the plant charges 1 1/2 cents per lb. for frozen items brought to the locker, \$1 for taking an inventory of each locker at the customer's request, usually by telephone or mail, "locker insurance" at \$1 per year, or 80 cents per year, depending on the size of the locker, and a deposit of 50 cents must be made by the patron on all locker keys.

One of the greatest advantages of a food store locker plant is the fact that it has attracted regular food purchasers from long distances away, according to Burgee.

"We have many customers buying in large quantities who make twice-weekly trips to the store to purchase all of their food requirements," he said. "Almost all of these customers we could not have reached otherwise."

He invites new prospects visiting the store to make a tour of the locker plant at their own convenience, and by maintaining absolute sanitation and neatness, has accomplished a 100% full locker patronage in less than a year.

Washer Sales for April Below March, Year Ago

CHICAGO — Factory sales of standard size washers numbered 194,000 units in April, 23.3% below March, and 51.5% under April of last year, the American Washer and Ironer Manufacturers Association reported recently.

Ironer sales totalling 17,800 units were 24.2% under March and 62.3% below April, 1948.

Sales of standard size washers for the first four months of the year, however, still exceeded by 25% the sales during the entire year 1941, best of the pre-war era, the association pointed out.

Palmer Plans To Build New Plant at Lubbock

LUBBOCK, Tex.—Oscar C. Palmer, co-founder and head of the Palmer Mfg. Co. of Phoenix, Ariz., recently announced his company is planning to build an air conditioner manufacturing plant at the former South Plains Army air field here.

Palmer would not mention any figures or other estimates as to the extent of the company's investment in the proposed project saying that "we don't know ourselves as yet."

He did state the initial investment consisted of \$8,000 paid to the city of Lubbock to bind a sale-lease deal for the site. The amount covers the outright purchase of 10 acres of land at \$75 an acre and two years' rental of four warehouse buildings aggregating 40,000 sq. ft. of floor space.

Palmer said the structures will require some alterations plus machine installations. He said the company hopes to put the plant into operation by early winter and will concentrate initially in the assembly and distribution of evaporative coolers marketed under the trade name "Sno-Breeze."

The company's plant in Phoenix last year did a total volume of business amounting to \$3,000,000. Its principal products are the "Sno-Breeze" coolers, and heating units known as "Palmaire."

The New Sanitary Quicfrez

- STYLED to please!
- BUILT to satisfy!
- PRICED to sell!

Sanitary's low-cost home freezer unit has many outstanding features

In the new 12.5 cu. ft. Quicfrez you'll discover style and quality found in home freezers selling at substantially higher prices.

Designed and built to meet the demands of a competitive market, Sanitary's Quicfrez offers a 2.3 cu. ft. sharp freeze compartment, 10.2 cu. ft. storage space, wrap-around all steel cabinet, balanced lid, Bonderized finish and standard warranty.

For solid value, sound construction, attractive appearance and down-to-earth price look to the nationally advertised Sanitary lines of refrigeration and ice equipment.



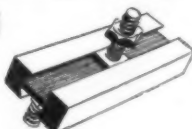
WRITE or WIRE Get complete information on the popular, fast-selling Quicfrez, Trizone and the 4 cu. ft. and 6 cu. ft. Sanitary refrigerators.

Sanitary

VALUE BUILT AT BUDGET PRICES
SANITARY REFRIGERATOR COMPANY • FOND DU LAC, WISCONSIN

MOTOR-BASE ADAPTERS

Don't be fooled. Makeshifts won't do. Use genuine 100 per cent universal motor adapters.



SERVICEMEN SEE YOUR JOBBER

Motor Adapter Corporation
4730 JOY ROAD
DETROIT 4, MICHIGAN

Frozen Food Sales--

(Concluded from Page 1, Column 4)
on week-days, Sundays, and holidays.
Strict enforcement of the ordinance was recently sought by the butchers' union, acting through the district attorney and the police department, Jones said.

"This organization, according to their testimony, wanted to restrict the hours of sale to conform to the hours worked by their members," Jones stated in a letter to members of his association. "They also wanted to restrict the sale of these frozen products to establishments where union meat cutters are employed."

Four grocery stores then filed suit in Superior Court against the mayor, members of the board of supervisors, the district attorney, and the chief of police, asking that the city officials be enjoined from enforcing the ordinance.

A temporary injunction was granted and a date set for argument. The argument was later postponed pending action by the board of supervisors on a proposed amendment to lift the restriction.

The matter was first aired before the board's health and welfare committee. Participants included representatives of the contractor association, the San Francisco Retail Grocers Association, the frozen food industry, the butchers' union, and others.

Next, the matter was referred to the board to sit as a committee of the whole in a public hearing. After the hearing, the supervisors voted unanimously to remove the restriction by amendment.

The action was taken, according to Jones, "on advice of the city attorney and over the strong protest of representatives of the butchers' union." Final passage is set for June 20.

"Supervisor George J. Christopher, chairman of the health and welfare committee, in moving the adoption of the proposed amendment, stated that in his opinion the supervisors should not undertake to legislate in favor of one group as against another, especially where public health and safety were not involved and further that they should enact no ordinance that would hinder competition or free enterprise or that would restrict or restrain trade," Jones reported.

(The director of public health had insisted there was no health problem involved in the controversy.)

The contractor association took part in the hearings through its legislative committee, of which J. A. Scatena is chairman. The committee furnished testimony, technical data, and other information used as rebuttal arguments against some of the claims of the butchers' union.

"Our contributions," Jones noted, "had to do with the construction, operation, safe temperatures, and temperature control systems, etc., of the several standard makes of modern self-service frozen food cabinets furnished by our industry."

The matter of restrictions on the sale of frozen foods is now before the public officials of several other communities, such as Oakland, Berkeley, Marin County, and Los Angeles, and "will doubtless come up in other sections of the country where like conditions prevail," Jones said.

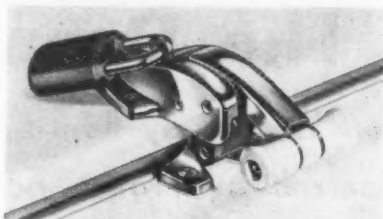


MARK E. MOONEY

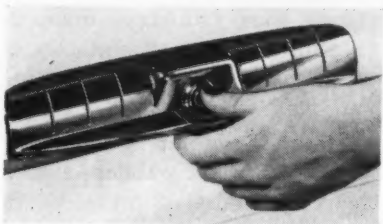
Carrier Names Mooney--

(Concluded from Page 1, Column 2)
Mooney is a veteran in the refrigeration field. He is chairman of the Joint Industry Engineering Committee of REMA and ACRMA.

Previously a product manager for Carrier's commercial refrigeration line, Mooney will concentrate entirely on developing key eastern markets not only for this line but also for Carrier's home freezers. He will work out of both New York and Philadelphia in covering New York state and Pennsylvania, New England, New Jersey, Delaware, Maryland, and Virginia.



Hasp and lock on 20-ft. Kelvinator freezer.



Pushbutton lock on new Kelvinator freezers.

Locker Institute Letter--

(Concluded from Page 1, Column 2)
announced that they would hold separate conventions and expositions in Chicago. The NFFLA set its meeting for Aug. 28-31 at the Stevens hotel, while the FFLI picked Oct. 3-6 and the Sherman hotel as the time and place for its sessions.

The Institute's "final" decision was made known in a letter mailed recently to its membership and other "national convention" exhibitors. The letter made it clear that the rift between the two groups is as wide—if not wider—than ever.

Signed by R. R. Farquhar, executive director, the letter said the Institute's board of directors had decided to hold the locker exposition on the previously-announced dates "after numerous efforts to compose our views with those of the officers of the National Frozen Food Locker Association relative to national locker conventions."

REASONS FOR ACTION

Three reasons were given for the decision. One of them was stated as follows:

"Because of the internal situation of the NFFLA, many locker operators from all parts of the country have expressed a desire to join the Frozen Food Locker Institute and it is entirely possible that such membership will be offered to all locker operators within the next few days, thus assuring a strong, industry-wide organization and a good national convention."

The other reasons were:

"1. The conviction that the attendance of locker operators in early October will be far greater than it would during the last week of August, the time selected by the NFFLA for their convention."

"While it is perfectly true that August is a quiet month in the locker industry, it is likewise true that August is a poor convention month in Chicago or anywhere else."

"2. The refusal of many exhibitors to exhibit in Chicago during August because of personnel vacation problems and the knowledge, based on years of experience, that attendance would prove small."

"Further evidence of this feeling on the part of the exhibitors is best demonstrated by the fact that booth reservations thus far received by the FFLI are nearly three times those of the NFFLA according to the latest information available."

The letter continued:

"It is extremely regrettable that officers of the National Frozen Food Locker Association have seen fit to attempt to go their own way. Last year's locker convention at the Sherman, handled jointly by the two organizations, was the biggest and best locker convention ever held from a standpoint of attendance, interest, and education."

"At no time was there any real reason for a split, nor for a cancellation by the NFFLA of the arrangement which had made possible very successful conventions in 1946, 1947, and 1948."

"Now that the final decision regarding the 1949 convention has been made, the officers, directors, and membership of the Frozen Food Locker Institute, with the help of many outstanding locker operators throughout the country who have offered their services, will do everything possible to make the October meeting the most successful and widely attended in the history of the frozen food locker industry."

Invitations to attend its convention have already been mailed to all of the 11,000 locker plants in the United States and Canada, the Institute said.

Featured In Kelvinator Freezer Line



Housewife removes basket to get at bulky items stored in space under plated steel wire baskets.

4 Models Introduced by Kelvinator--

(Concluded from Page 1, Column 5)
latches equipped with hasps for padlocks.

Model FRL-6, with a 6-cu. ft. storage compartment, has a storage capacity of 210 pounds of frozen foods. The new "nine," model FR-9, will store up to 310 pounds of frozen foods. Model FR-12, with a capacity of 12.3 cu. ft., will store up to 420 pounds of frozen foods. Model FR-20 is 34 1/2 in. high and 88 1/4 in. long, and has a storage capacity of 700 pounds of frozen foods.

All models are less than 30 in. in width, to permit easy passage through the average household 30-in. door. All are equipped with plated steel wire baskets which may be removed easily for ready access to foods near the bottom of the freezer.

Each model has a special section

with a refrigerated bottom surface for fast freezing.

A new feature in the Kelvinator freezers is a specially formed "D"-shaped refrigerant tube. The tubing, made of extruded aluminum, completely surrounds the storage compartment. It is attached with its flat side against the compartment walls. The six is equipped with a wrap-around condenser.

Other features common to the line are:

An accurate thermometer in the storage space for checking temperatures; 11-position temperature control which is set at the factory to provide correct temperature, but which may be reached easily for adjustment to meet special freezing or storage requirements; thick blankets of Fiberglas insulation.



Part of the two-page advertisement which appeared in a Detroit newspaper.

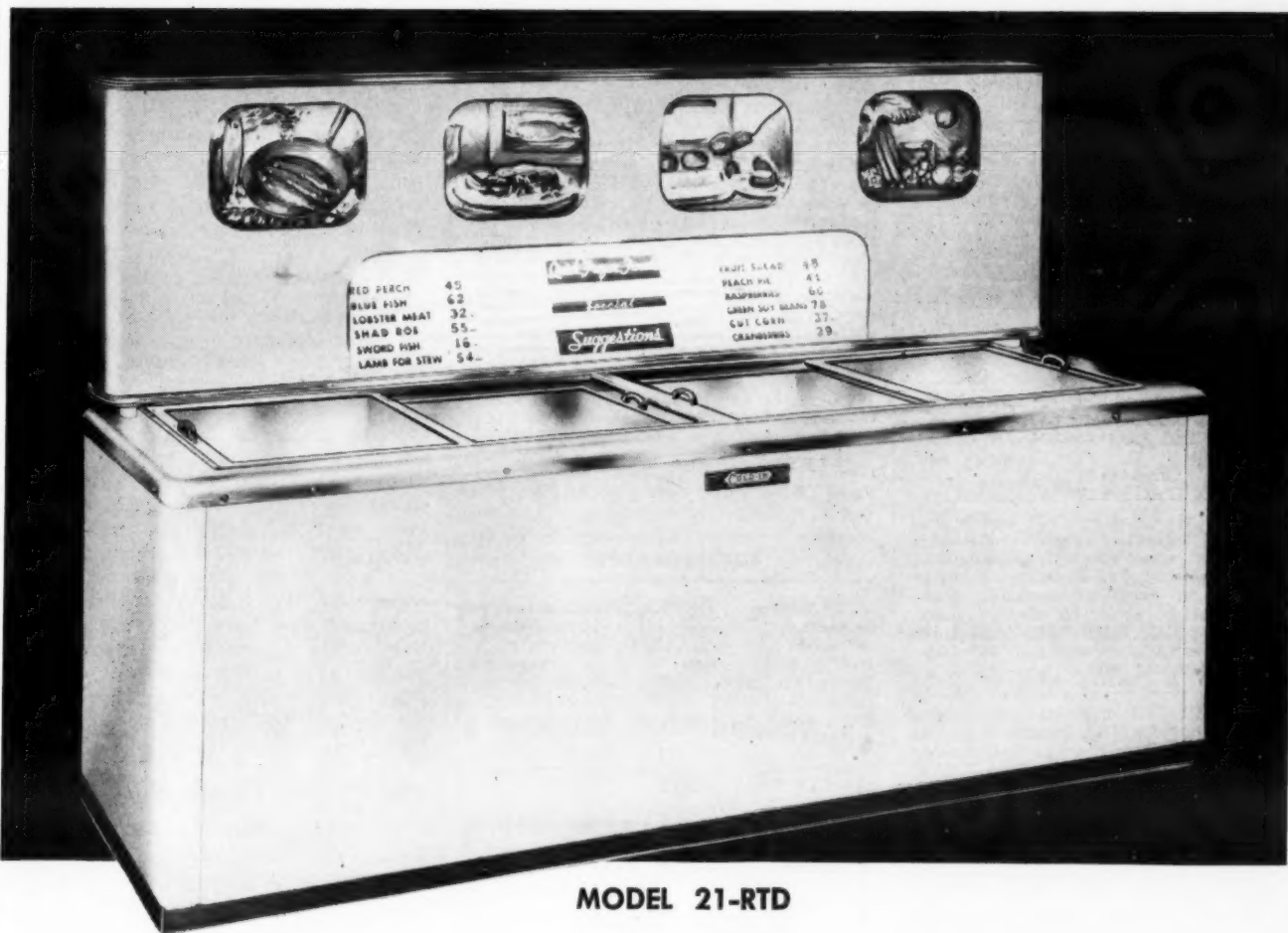
Montgomery Ward Stores--

(Concluded from Page 1, Column 4)
made in a double-page advertisement in the June 8 issue of the *Detroit Times*. The headline on one page stated "Wards Proudly Announces Famous G-E Appliances Have Been Added to our Great Home Appliance Centers." It is understood that this advertisement was the opening gun in a three-month promotion campaign to be marked by extensive newspaper advertising, window displays, a direct mail campaign, and display cards in the Ward stores.

Some 100 Ward employees have been trained in selling and demonstrating G-E major appliances by the local General Electric Supply Corp. staff.

SELF-SERVICE COLOR-VISION FROZEN FOOD DISPLAY CASES

ALSO AVAILABLE WITHOUT SUPERSTRUCTURE



MODEL 21-RTD

- Thermopane roller bearing doors in stainless steel frame • Finger tip control • Full color 3 Dimensional Vita Vision displays • Adjustable wire dividers • Stainless steel top
- Five inches of Vapor-sealed insulation • Triple baked enamel exterior on rust proofed steel • All steel welded construction and with recess toe space



Write for illustrated literature and prices.

Model No.	Length	Width	Height	Height with Super-structure	No. of Pictures	No. of Doors	No. of Packages	Units Required	Shipping Weight
12-SCD	54"	30"	33"	40"	2	2	300	1/4 H. P. Installed	550
16-SCD	72"	30"	33"	40"	3	2	440	1/3 H. P. Installed	675
21-SCD	91"	30"	33"	40"	4	2	640	1/2 H. P. Installed	900
12-RTD	54"	30"	33"	40"	2	2	400	1/4 H. P. Installed	450
16-RTD	72"	30"	33"	40"	3	2	600	1/3 H. P. Installed	575
21-RTD	91"	30"	33"	40"	4	2	716	1/2 H. P. Installed	780

ALSO AVAILABLE WITHOUT SUPER-STRUCTURE
SIZE OF PICTURE 11" x 14"
SIZE OF PACKAGE 5 1/2" LONG 4" WIDE 1 1/2" DEEP

Coldin Cabinet Co., Inc.
2800 Webster Avenue, Bronx 58, N. Y. Tel. SEdwick 3-5833

CLASSIFIED ADVERTISING

EFFECTIVE with the issue of June 6, 1949, rates for classified advertising will be revised as follows:

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

YOUNG MAN with 8 months in a service school. One year's experience on domestic and commercial equipment. Wants job. Can furnish references. BOX 3200, Air Conditioning & Refrigeration News.

PLANT MANAGER or superintendent. 20 years experience in production, manufacturing and engineering. Am employed as superintendent of one of the largest low temperature cabinets manufacturing company for the past six years. Wish to make change. Can give best references. BOX 3206, Air Conditioning & Refrigeration News.

13 YEARS EXPERIENCE air conditioning, ventilating, heating. 5 years contractor. 4½ years assistant chief engineer air conditioning division Naval Architect. 2 years assistant sales manager air conditioning division manufacturer. 1½ years manufacturers' representative. 34, single, free to travel any place. Where do you need me? BOX 3207, Air Conditioning & Refrigeration News.

COMMERCIAL REFRIGERATION and heating sales engineer. 11 years supervisor sales, service and financing. Large territory. Can build organization and train staff. Fine Canadian and American connections. Would consider foreign territory. Young, ambitious, hard hitter. Best trade and personal record. References. BOX 3208, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

WANTED. NATIONAL advertised commercial refrigeration manufacturer wants man with unusual sales ability to contact established distributor accounts and to select new distributors in protected areas. Liberal commission arrangements. BOX 3199, Air Conditioning & Refrigeration News.

AIR CONDITIONING engineer required for established air conditioning concern in Bombay, India. Applicants should have three to five years practical experience with dealer. Remuneration will be salary plus commission. Contract will be for three years. Write giving full particulars together with salary expected. BOX 3201, Air Conditioning & Refrigeration News.

SALES ENGINEER for established manufacturers' sales agency with leading lines in Midwest. Must have refrigeration experience and some engineering education. We offer an outstanding opportunity to the right man. Replies must contain complete information on experience and references. Include photograph. BOX 3205, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

TUNNEL BLAST freezers. Hussmann. Brand new complete with baskets, expansion valve, and heat exchanger. Rated 18,000 BTU's at 10° TD. \$450.00 each. BIMEI CO., Cincinnati, Ohio.

LOW COST Air Conditioning. Six ½ h.p. and three ¾ h.p. Carrier air conditioning units. All DC, complete with window duct work, controls, etc. Recently reconditioned and in excellent working order. Will sell entire lot or in divided units. Call or write MR. HESSLER, 2016 Union Commerce Building, Cleveland 14, Ohio. Telephone Superior 4630.

NEW COMPLETE hermetic condensing units, fan-cooled, F-12, normal or low temperature—110-volt 60-cycle G-E motors. One year written warranty. ¼-hp.—\$30.00, ½-hp.—\$35.00. Temperature or pressure control \$4.50 extra if desired. KEL KOLP CO., INC. Johnstown, N. Y.

FOR SALE 3-HP water cooled, "Freon" Copeland machines with 3-HP 3 phase motors \$248.00 each. Model 495 5-HP Copeland water cooled "Freon" machines equipped with 26 Copeland compressors and 5-HP 3 phase motors \$278.00, all F.O.B. Kansas City, Missouri. These machines are brand new in original Copeland crates and carry the one year factory guarantee. 10% deposit required with all orders, balance C.O.D. THE NAT CORPORATION, 2710 McGee, Kansas City, Missouri.

SUBJECT TO prior sale: Hermetic Chieftain units: ¼ H.P.—\$44.50; ½ H.P.—\$44.50. Other well known hermetics: ¼ H.P. fan cooled—\$52.50; ½ H.P. fan cooled—\$57.50; ¾ H.P. fan cooled heavy duty—\$59.50; 1 H.P. fan cooled heavy duty—\$69.50. Open units—standard makes: ¼ H.P.—\$56.00; ½ H.P.—\$64.50; ¾ H.P.—\$84.50. 1½ H.P. air or water cooled Universal Cooler—\$199.00; 2 H.P. air or water cooled Universal Cooler—\$224.00; 3 H.P. air or water cooled Universal Cooler—\$259.00. All above units new and in original crates. Air cooled condensers: 3 row, 1 pass, 13" x 12" x 3"—\$3.95; 4 row, 4 pass, 13" x 11" x 4¼"—\$4.45; 4 row, 2 pass, 18" x 12" x 4¼"—\$6.25. Upright receiver tanks, shut off valve, 4" x 11"—\$2.65. Penn low or high pressure control type, 260 Apol—\$3.75. Detroit Lubricator L. P. control—\$4.00. G. E. blower fan motor with fan—\$4.50. Superior heat exchanger, 13" overall, ¾" x ¾"—\$4.75; Mueller heat exchanger, 14¼" overall, ¾"

x ¾"—\$5.00; Marlo heat exchanger, 21" overall, ¾" x 1¼"—\$7.50. Kramer Trenton panel blower complete with heat exchanger, ½ to ½ ton—\$29.00. Superior master drier, ¼" flare x 1¼" x 5¼"—\$75. Weatherhead drier, ¼" flare x 1¼" x 6¼" (lots of 10)—65¢. U. S. "Freon" gauge 4¼" face, 30" vac. 150# or 300# with corresponding temp. scale, red warning hand, mounting holes—\$4.50. Scientifical thermometer, 4¼" face, minus 40 to plus 120, 5 ft. tube, mounting holes—\$4.50. Kanco type k.w. 412 cold control complete—\$4.00. WALTER W. STARR, 1207 George St., Chicago 13, Ill.

WE OFFER the following for sale at considerably below market: 20,000 ft. 2" dia. ½" 1/P.S. Thermek @ 46¢ ft. 167 2 HP Century motors 60 cy. 1 Ph. @ \$64.00 ea. 562 #68B A-P valve ¾" Fem Pipe water regulating @ \$4.12 ea. 850 #1425 American hard rubber sliding doors @ \$6.05 ea. less 15%. 118 pcs. #30703 door jams, hard rubber @ \$1.15 ea. less 15%. 137 pcs. #30704 door jams, hard rubber @ \$1.15 ea. less 15%. 600 pcs. American hard rubber top tracks #31594, 48" @ 65¢ ft. less 15%. 624 pcs. American hard rubber bottom tracks #30917, 48" @ 61¢ ft. less 15%. **THE SUPER-COLD CORPORATION**, 1020 E. 59th St., Los Angeles 1, California.

NEW McQUAY air conditioning Lowside units complete with housing, blower, motor, starter, 4 row DX cooling coils, and 1 row heating coil. Major sacrifice—overstock: 1 model ST25-2000 c.f.m.—70,040 B.T.U.—\$465. 3 models ST75-6000 c.f.m.—207,000 B.T.U. \$680. 4 models ST100-8000 c.f.m.—276,000 B.T.U. \$1,090. **TALBERT-THOMAS CO.** 160 E. Grand Ave. Chicago 11, Ill.

PRICED SUBSTANTIALLY below factory cost. Nine water cooled 200 W.F.S. Universal refrigerator compressors 2 H.P. @ \$250.00 in original crates. Also, one water cooled 150 W.F.S. Universal compressor 1½ H.P. @ \$230.00 in original crate. **UNIVERSAL MILKING MACHINE DIVISION**, Albert Lea, Minnesota.

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MANUFACTURERS AGENT seeking additional lines for New York, New Jersey territory. Willing to cover larger territory. Fourteen years experience in the refrigeration industry. Large clientele among jobbers, manufacturers, distributors and contractors. Top references furnished. BOX 3203, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

FRIGIDAIRE COMMERCIAL refrigeration and air conditioning franchise available in Austin, Texas. State capital, where business is always good. Takes \$10,000 to \$15,000 to handle. Contact H. K. Sharpe, **AUSTIN INSULATING COMPANY**, 201 Congress Avenue, Austin, Texas.

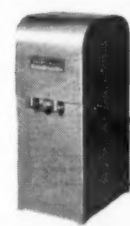
SERVICE BUSINESS. Established, well advertised and with excellent reputation in large city in Michigan. Wonderful opportunity for right party. Price of \$2500.00 includes: truck, tools, office equipment, inventory, and plenty of good will. Service shop and display floor in building 22 ft. by 40 ft. can be leased. Owner leaving to take executive position with large corporation. BOX 3198, Air Conditioning & Refrigeration News.

WELL ESTABLISHED grocery and restaurant refrigeration and equipment company, located in larger city in Indiana. Trading area of well over a half million people. Illness necessitates selling. Address BOX 3204, Air Conditioning & Refrigeration News.

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'What's In The Deep Freeze?'

From Formosa to New York Everybody from Farmers to Hotel Owners Finds Life Revolutionized by Frozen Foods, Harper's Finds

Social historians and economists (domestic or otherwise) have been cluck-clucking lately over the American frozen-foods industry. And well they may, considering some of the remarkable and at times fantastic goings-on in the deep-freeze world.

Last fall two Cleveland hunters took a 6-cu. ft. freeze cabinet to South Dakota with them in their car, putting their pheasants, teal, and rabbits into it, and plugging it in each night in the tourist camps where they stayed. An American oil company ordered 14 tons of frozen foods for the Persian Gulf; and the Air Force announced that to aid the air-lift it was drawing up plans to fly pre-cooked frozen foods into Berlin to save fuel.

Seed Catalogs Take Note

A hundred-per-cent frozen-food cookbook has come out, published by Simon & Schuster. Ohio State university has opened a Frozen Food Locker Operators' School. The home garden seed catalogs nowadays are full of directions like, "This kind good for freezing." Down on the Gulf Coast, *Arcturus*, a shrimping boat just launched, will deep-freeze its entire seventeen-ton catch on board; while in New York the Waldorf-Astoria has sold the exclusive "freeze-rights" to its name.

In some dozen American cities apartment houses have started offering frozen-food basement storage lockers—at \$2.00 a month; and Philadelphia has seen the debut of an all-frozen-food retail Automat. Frozen frogs' legs are now coming here from Cuba, orange slices frozen solid in frozen honey from Formosa. A rumor hints that before long milk may be sold in frozen bricks rather than in bottles. And in San Angelo, Tex., a frozen-food locker plant—only yesterday, it seems—received for storage three frozen horses (1,400 pounds each) from a circus which was playing the town—because the lions and the tigers had to have their deep-frozen foods too. Americans in some areas are now consuming more of frozen foods than of fresh. Frozen orange juice last summer reduced Pittsburgh's daily use of oranges from five carloads to one, and the score on peas frozen versus peas fresh is already two to one.

100 Firms Freezing Food

At least four hundred companies are now deep-freezing foods, and last year they packed seven hundred million frozen pounds. Over 150 firms are feverishly turning out freezing cabinets; with, it may be added, some very odd makers among them: Firestone Rubber, International Harvester, Philco Radio, and even the Savage Repeating Arms Corp. Last year 800,000 freezing cabinets were made. This year sales are expected to be a million. "It is boomier business," one manufacturing executive recently commented, "than the lushest days of the electric home refrigerator—which were in 1929, when we thought 660,000 units was something."

400 Frozen Foods Marketed

At least 1,200 to 1,300 different foods have now been test-frozen. One thousand have been tested by one company alone. Over four hundred are on the market. Indeed, in the United States today more foods are being frozen for sale, with the exception of soups, than are being canned. You can now find—all deep-frozen—Chinese egg roll, whale meat, borsch, crepes suzettes, chow mein, curried lobster, shark liver, whole baked apples, mayonnaise, apple pie a-la-mode, pierogi, baked beans, chocolate chip cookies, tamales, tortillas, pippin apple slices, pear puree, cooked Parker House rolls, fresh coconut milk, soy bean whipped cream, chicken fat, liquid coffee, and mink food.

"In a note in the foreword part of its June issue the Harper's editors say 'We want to mention here for the record that 'Deepfreeze' is the copyrighted trade-mark name of the product made by the Deepfreeze Division of Motor Products Corp. We discovered this fact when our article was already in print and our cover plated.'"

One of the most enthusiastic and optimistic reports about the frozen food industry—including the use of home freezers—ever to appear in a national magazine, is published in the June issue of *Harper's* magazine. The article is "What's in the Deep Freeze?" and was written by C. Lester Walker.

Harper's is one of the oldest periodicals of literary and general comment to be published in the U. S., and is often critical of many segments of American industry, but in this case finds nothing but good to say about the frozen food industry.

The article points out that the industry within the next decade can become five times as large as the nation's automobile industry. But what is more important, it gives mouth-watering descriptions of the superiority of frozen foods, and explains how it makes life easier and better for the housewife.

With the permission of the editors of *Harper's*, we are publishing excerpts from the article as it appeared in the June issue.

But wait—also the mango, the cherimoya, the guava, the chico, the feijoa, the lanzone, the guayabano (all foreign fruits), crab-apple juice, open-face Cheddar cheese sandwich, lettuce juice, carrot juice, split pea soup, orange cake dough, hors d'oeuvres on serving tray, tangerine juice, spaghetti, cream puff shells, grapefruit slices, and in Spokane, frozen-cooked waffles in five flavors: golden brown, cinnamon, chocolate, raisin, and orange.

When the Deep-Freeze era was just around the corner, in the beginning of the 1930's, one of its earliest manifestations was the frozen-food locker plant. Here the individual citizen could rent a sub-zero cabinet and be his own Mr. Birdseye, deep-freezing and storing away his own garden truck or other foods. Though they looked like a sure-fire idea, the locker plants, which mostly sprang up in farming districts, among the corn and clover fields, made a faltering start. By 1936 the country was supporting only about 200 of them.

6 Million Individual Lockers

Today there are nearly 11,000. In some states it is geographically impossible to get more than 25 miles from a locker plant. Iowa has a record number, 840; with Washington, Minnesota, and Wisconsin close behind. Six million individual lockers are rented. They handle two billion pounds of food a year; and according to the Farm Credit Administration over thirteen million Americans are served by them.

"Just put it down," a Wisconsin dairy farmer remarked to me one day, "that the locker plant has made life on the farm about five times more worth living."

Anyone can see why. With a locker plant available the farmer can have a better diet twelve months of the year. In winter the beef no longer need be the "corned" variety, nor the vegetables always come from the root cellar. Farm-raised meat used to be a problem to slaughter and preserve. One had to run a smoke house, or can or pickle or salt. Today those chores can be eliminated. The local locker plant will do them all, and better in the bargain.

Many locker plants have been able to effect a sizable saving in the farmer's feed bill. Formerly his pork

and beef slaughtering waited on the weather; that is, until the cold days of December and January came. Now, with freezing facilities handy, he slaughters when the animal he has raised is ready. This is often months earlier than he used to kill. Which means months in which he does not have to pay out for feed.

In regions (and they are many) where game—such as venison—is an important item in farm larders, the quick-freeze has brought a significant change. Because it wouldn't keep, a deer used to be shot largely to be given away to friends. Now the farmer can shoot and freeze all his game for his own family, by making use of the locker plant.

Woman's Work Lightened

And woman's work—which by the old adage is never done—the locker plant in the rural areas has lightened no end. Take one obvious example: canning. The long hot summer siege now need be no more. Fruits and vegetables can go to the locker with only one third the work that canning entailed. Farm women early learned to use the locker as a "bank" for pre-cooked foods. Just prepare meals for four or five weeks ahead, cook them, and then quick-freeze them. The mistress of the household can then go off and visit in the city. To eat, her menfolk merely have to heat up the quick-frozen meals. It's especially handy in case of a trip to the hospital. Many a new baby in the farm belt has been born with the benefit of this arrangement.

The cities and the suburbs cannot, of course, compare to this record in number of locker plants. However, they have the home freezer cabinet. First sold for the home in 1937, these cabinets today number about 1,250,000 and come in all sizes and prices, from a four-cubic-footer for \$250 to a thirty-cubic-footer at \$900.

As they arrive, these food freezers will do what frozen foods in the home have always done: give more and more housewives less and less to do. The home freezer has already altered the pattern of work in the home in a revolutionary fashion. The woman with a freeze box discovered long ago that daily marketing is no longer necessary. Once in two weeks

(Concluded on next page)

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One Can Expect Deep Freeze To Take over Any Juice -- Vegetable or Animal—Harpers

(Concluded on next page)

will do, or less, if one orders a sufficient amount of frozen foods.

And actual time in the kitchen is cut. No shelling limas or washing spinach any more. There's no long cooking to do either. Fanny Farmer says twenty minutes for peas. Frozen peas need only four; other vegetables are comparable. Junior's school lunch isn't a daily nuisance any more. One just makes up a fortnight's supply of sandwiches and deep-freezes them.

And then—that ultimate in getting a meal without doing anything—there is the deep-frozen, pre-cooked entire dinner, delivered direct to the home freeze cabinet by the several new frozen-food warehouse-to-customer services called the Frostmaster system, which department stores now offer in towns as wide apart as Seattle and Tampa. "The newest, the most revolutionary development in the food world," Macy advertisements proclaim. "Home at 5:30. Dinner at 5:55. Movies at 7:00. A meal without cooking or dishwashing—in a cardboard box, on a fibreboard plate. You just throw the plate away."

Divorce Courts Feel Impact

A wife sought a divorce because her spouse insisted on pulling the same "joke" before all dinner guests. He would always say, she told the court, "Did you unfreeze this all by yourself, dear?"

And in the dining car, great changes are under way. Trains like the Twentieth Century, it is predicted, will soon need only one diner instead of two—by using frozen foods. For their space and labor saving is phenomenal. No food "preparation." It is already pre-prepared because packed frozen, and it is pre-cooked. Then on-the-diner cooking is just a matter of quick heating in the cook's latest gift from heaven, the electronic stove.

This stove (it is on the market as "Radarrange") will thaw a frozen steak in eight seconds. (It thaws in 55 minutes a barrel of frozen fruit which at room temperature takes seven days!) It will grill steaks in 40 seconds, cook pork chops in 45, and bake biscuits in twenty-nine flat. Twelve seconds does fried eggs, and twenty scrambled. Although it sounds like double talk, it is a fact that this stove, using microwave heat from a magnetron radar tube, will even cook food without heating up the container. In fact, as a trick, the Radarrange will cook an egg on top of a bowl of cracked ice without melting the ice. It boils water in a paper cup without warming the container. A dining car would not be bothered by burning hot platters and serving plates—meaning quicker, labor-saving food handling.

What a Combination!

What frozen foods when coupled with this Merlin device will probably do to hotel and restaurant business is something to think about. Statler and Sheraton hotels are already using the combination, and some restaurant chains. Boston's famous

Thompson's Spa installed the system over a year ago. A restaurant chain so equipped can prepare meals in big kitchens, put each on a plastic tray, freeze and ship to the restaurants of its chain, each of which has ready a frozen-food-holding cabinet. When a customer orders, the meal-tray and all—can be heated in two minutes in the Radarrange. There is no dishwashing (plate trays are thrown away), no food waste in the kitchen, and the meals can be prepared in advance during months of slack business and low food prices. A restaurant which has normally forty employees, it is said, can by these methods operate with fifteen. And not for in the future is a Radarrange for the home.

Billion-Dollar Industry

In ice cream—a tidy billion-dollar industry in itself—the frozen-food idea has begun to influence buying habits. Home freezers and the quick-freeze pocket of the new home refrigerators have brought on two new customs: winter buying and buying in bulk. The citizen who in July used to get a quart of vanilla at a time, now in January buys a gallon and stores it. In canning, the labels Libby, Dole, Stokely-Van Camp are already on the frozen food bandwagon; and Heinz, Del Monte, and Beechnut are soon to be seen.

Meat packers Wilson and Armour capitulated last September. They now "fabricate" meat and freeze it at the packing house. One-fifth of all poultry—under the influence of the frozen pack—is now eviscerated, cut up, packaged, and quick-frozen at the plant. A day is to come, evidently, when Americans may have to search a bit to see a whole chicken again.

Even the Soil Is Effected

But perhaps frozen food's most far-reaching influence on other industries shows itself in agriculture. A vast amount of vegetable and fruit growing today is totally conditioned by the demands of the home freezer. Soils are now "tailored" for the vegetable or fruit which is to be frozen. A company like Birds Eye tests the vitamin quotient of the farm fields it has under contract and specifies the right fertilizers and chemicals. Similarly, it orders what "strains" of a fruit or vegetable must be grown, because some freeze much better than others do.

In strawberries, for instance, experience has proven that Sparkle, Marshall, and Julemorn are tops for freezing. The Elberta peach is best for flavor and color, but it browns rapidly. Sunbeam scarcely browns at all. Especially for freezing purposes, therefore, the Elberta has been crossed with Sunbeam.

And peas! Over one hundred different kinds were tried by one packer alone before two were finally picked for freezing. Now the freeze-pack practically controls the crop. So influential are the freeze-pack's requirements that it is said that company officials can now spot a frozen

pea's native health just by tasting. Two Birds Eye officials, the story goes, were served peas at a hotel one day. They tasted, looked at one another, and exclaimed almost in unison, "Our peas. State of Maine. That farm on Route 223, just outside of Caribou."

Peas have always been the biggest and fastest seller among frozen foods. Strawberries have ranked first of the fruits. But today a new product has the spotlight. This is concentrated frozen orange juice, which is the current sensation of the frozen-food world.

Is It a Dream?

The frozen-food industry has been asking itself: "Is it maybe a dream?" In September, 1948, nationwide rationing had to be introduced: a case-a-store-a-week, only. Some of the heaviest buyers are the orange-growing areas of California and Florida. New packers—with vacuum machines of their own devising—have joined the gold rush in such numbers that today one finds them ranging all the way from Birds Eye to Sperti, the ultra-violet-lamp manufacturer. And in the current season packers expect to put up ten million concentrated frozen gallons. Vacuum expects its pack alone will gross over \$10,000,000.

But an explanation of the phenomenon is simple enough. The deep freeze has a product here that apparently has everything.

Economy, Flavor and Vitamins

Economy: a 25-cent can of frozen concentrate plus three cans of water make the equivalent of juice from ten oranges which would cost thirty cents.

Flavor: most Americans swear they can't tell the difference from fresh-squeezed fruit.

Convenience: the American wrist is tired and the cook is sick of orange peels in the garbage. Who wants to ream when just adding water will do?

Vitamins: the Mayo Clinic, other hospitals, use the frozen juice because their own tests show it of higher ascorbic acid (Vitamin C) content (due to tree-ripened oranges, incidentally) than market-bought fresh fruit. Indeed the only failing would seem to be the whimsical one expressed in one advertisement: "Disadvantage of Frozen Orange Juice: You cannot slice it and use it as a garnish for old fashionedness."

And the new product is bringing other juices into popularity. Concentrated by the same no-heat vacuum processes, fresh frozen grapefruit juice, tangerine, pineapple, and Concord grape juice are already being test-marketed. So one can expect the freezer to take over any juice—vegetable or animal—almost any time now.

Milkman, Keep Those Bricks Quiet

Milk, for example. Experiments with the same processes point to milk in the future, in quantity, being sold not fluid but frozen. By vacuum the bulk is reduced two-thirds. After reconstitution (thawing plus water) the result is so like fresh fluid milk that few people, tests show, can tell the difference. Bricks of this milk are already being shipped from the west coast to Alaska, and the Army now uses it in the Canal Zone.

From this development far-reaching changes in the milk industry are possible. As an official of the Bureau of Agricultural Economics has expressed it: "When the housewife can buy at the grocery store and carry home in one trip several days' supply of frozen concentrated milk . . . distribution costs will be cut and consumption encouraged." It is even predicted that the distribution cost might thereby be cut as much as 30 per cent. Which might mean that milk, once the "poor man's food," might some day become just that again—thanks to the miracle of the freezer.

And what next? In an industry where surprise is the rule, speculation is not fool-hardy. Perhaps next will be one of the dozen or so exasperatingly common foods which still cannot be frozen successfully. The tomato, the cucumber, the banana, the whole pear, the plum. Those, and lettuce and all its cousins, frozen foods have not yet conquered. But on the past record and present performance of the fantastic industry, we can expect any one of them tomorrow morning.

Refrigeration Problems And Their Solution

By Paul Reed

For Service and Installation Engineers



Paul Reed

Refrigerants (11)

REFRIGERANTS FOR CENTRIFUGAL COMPRESSORS

Centrifugal compressors are very compact, have few moving parts, and are especially adaptable for large tonnage installations having comparatively high evaporator temperatures. Moreover, they move large volumes of vapor, but preferably the ratio of compression should be low.

These characteristics admirably suit centrifugals to air conditioning applications, and they are widely used for this purpose.

The refrigerant for centrifugals should, therefore, have a high displacement per ton and preferably a low compression ratio. Also, its suction pressure at around 40° to 45° evaporator temperatures should be above, but not too much above zero gauge.

There are no refrigerants that meet these specifications completely. Water has been used as the refrigerant with centrifugals. Its outstanding advantages are safety, low cost, and ready availability. Obviously, it is completely non-flammable, non-explosive, and in fact extinguishes flame. Also, water vapor is non-toxic. In fact, some of it in the air we breathe is highly desirable—necessary even. Moreover, water is not decomposed by a flame into toxic gases.

However, water vapor is so light that the compressor displacement per ton is excessive; the extremely low vacuum that water requires (29.76 in. of mercury vacuum at 40° F.) makes good compressor efficiency difficult. Water is corrosive to iron and steel, especially in the presence of some air, and with such a low vacuum, it is almost impossible in large systems to keep air out.

For many years, methylene chloride was used with centrifugals. Its compressor displacement per ton was satisfactory and its thermodynamic characteristics were acceptable. But, its suction pressure was also on a vacuum (23.13 in. of mercury at 40°).

The chief objection to methylene chloride for centrifugals was on the score of its safety. This was very important, because of the large amount of refrigerant involved, and because centrifugals were widely used in air conditioning applications.

"Freon-11" and "Freon-113" (sometimes called Carrene Numbers 2 and 3, respectively) are widely used as the refrigerants for centrifugals. Like the other "Freons" their outstanding characteristics are safety and stability. Also their displacements per ton are high. At 40°

evaporator and 86° condensing, with no superheating of the suction gas and 100% compressor efficiency, the compressor displacement of "Freon-11" is 15.3 c.f.m. and for "Freon-113," it is 36.4 c.f.m., compared to 26.8 c.f.m. for methylene chloride and 476.6 c.f.m. for water.

Even at air conditioning evaporator temperatures of 40°; the suction pressures for these two refrigerants are into a vacuum (15.6 in. of mercury for "Freon-11" and 24.5 in. of mercury for "Freon-113"). If there is a leak on the low-pressure side of the system, air and moisture are drawn into the system. So extra care must be exercised to prevent leaks. This is rather difficult on the comparatively large installations, for centrifugal compressors are used only in the larger sizes, 50 hp. and up.

"FREON-114" AND 21 FOR ROTARIES

"Freon-114" has a low latent heat of vaporization and a low net refrigerating effect, with a moderately dense vapor, so the compressor displacement, while not as high as those of "F-113" or "F-11," is much higher than that of "Freon-12," ammonia, methyl chloride, or sulphur dioxide. A reciprocating compressor would have to be rather large for "F-114," and yet "F-114" vapor is somewhat too dense to be suitable for a centrifugal compressor. It, therefore, is suitable for the rotary-type compressor, along with ethyl chloride and "Freon-21," a similar gas, but one having about double the net refrigerating effect, but one half the density, so its compressor displacement is about the same as "Freon-114."

With a 5° F. evaporator, the suction pressure of "Freon-112" is 16 in. of mercury vacuum; "Freon-21" is 19.3 in. Under normal conditions, even with an air-cooled condenser, the discharge pressure using either of these two refrigerants is low, 50 p.s.i.g. or less.

"Freon-114" is used extensively as the refrigerant in one of the best known household refrigerators, which employs a rotary compressor. "Freon-21" is used to a limited extent in some industrial applications but is quite suitable for household compressors, as its displacement, suction and discharge pressures, wattage of the compressor, and efficiency are approximately the same as for "Freon-114." However, for the same refrigerating effect, only about one half as much liquid (by volume) is fed to the evaporator, so the capillary tube must be much longer, if one is used, for "Freon-21" than for "Freon-114."

Condenser Fouling Control By Water Treatment Is Topic of Data Section

NEW YORK CITY—"Control of Condenser Fouling by Water Treatment" is the title of the latest Application Data Section issued by the American Society of Refrigerating Engineers.

AD 46 contains a comprehensive discussion of the mechanical design as well as the supplemental chemical water treatment which will assist in keeping a water system clean and free from fouling.

The six-page pamphlet begins with a discussion of the influence of design on fouling, defines fouling, and describes among other things once through vs. recirculating water systems, controlling concentrations in a recirculating system, water velocity and distribution, physical maintenance, scale control tests, types and methods of treatment, corrosion, pH control, bio-fouling or algae and slime control, and chemical cleaning of condensers.

Ralph H. Westcott is the author of AD 46. He is a partner in the firm of Montgomery & Pomeroy, consulting chemical engineers in Pasadena, Calif.

Copies of the section may be obtained from ASRE headquarters, 40 W. 40 St., New York, for 40 cents each.

Int. Harvester Net Sales Up For 6 Months Ended April 30

CHICAGO—Net sales of \$482,744,000 for the six months ended April 30 were reported recently by International Harvester Co. here. This compared with net sales of \$433,889,000 for the same period last year.

Net income for the six months was \$37,479,000 as compared with \$28,519,000 in the first half of the preceding fiscal year.

Increased volume of sales with consequent lower overhead costs per unit, selling prices in better relation to costs, and generally greater efficiency and economy in operations brought about the improved income, according to John L. McCaffrey, president.

Albert Koenig Will Manage Sidles Air Conditioning Dept.

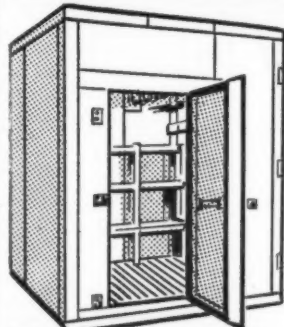
OMAHA, Neb.—Albert Koenig, former executive vice president and treasurer of the Stuart Investment Co. at Lincoln, has recently accepted a position as manager of the Sidles Co. air conditioning department here.

The Omaha firm is distributor for Airtemp and has branches in Lincoln, Sioux City, and other cities in Nebraska and Iowa.

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Size	Heavy Duty, 4" Fiberglass Insulation		Below Freezing, 6" Fiberglass Insulation	
	6'6" High	7'10" High	6'6" High	7'10" High
4'6" x 7'	\$254.40	\$296.40	\$296.80	\$345.80
6'5" x 7'	320.40	366.00	373.80	427.00
6'5" x 10'	412.80	472.80	481.60	551.60
6'5" x 11'	444.00	507.60	518.00	592.20
8'5" x 7'	385.20	440.40	449.40	513.80
8'5" x 10'	493.20	559.20	575.40	652.40
8'5" x 11'	523.20	598.80	617.40	698.60
8'5" x 15'	602.40	703.20	702.80	822.40
8'5" x 18'9"	750.40	861.60	870.80	1005.20
12'4" x 10'	643.20	722.40	750.40	842.80
12'4" x 11'	688.80	771.60	803.60	900.20
12'4" x 15'	873.60	970.80	1092.00	1132.60
12'4" x 18'9"	1058.40	1170.00	1323.00	1365.00



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507 ARCH STREET, PHILADELPHIA 6, PA.

Wampler Discusses Sales and Price Prospects, ACRMA Elects-- Outlines Carrier Corp. Policies to Contractors

(Concluded from Page 1, Column 2)
have a continuing prosperity.

Using an index figure, to compensate for the devalued dollar, Carrier's president showed that construction activity in 1915 and 1940 were about equal.

"During the first World War period there was a slight sag in 1918, but in general the movement was upward until we hit the recession year of 1921," the speaker explained. "In the more recent war years, the dip was more pronounced and more prolonged, until private construction spurted in 1946 to catch up with the earlier figures.

"Then the two lines stay together (on a comparison chart) until 1923 in the case of the orange, and 1948 in the case of the black. And remember that at this point five years had elapsed since the end of World War I and that only three years have gone by since the low construction years preceding VJ-Day.

"Translating the index figures back into dollars, in the earlier period, the volume was very close to \$7 billion and in 1948 it was \$13,631,000,000. If we added public construction, the totals would be approximately \$8,500,000,000 and \$17,600,000,000. And, of course, it must be remembered that public construction was some \$8 billion more in 1942 than at the peak of the World War I era.

Construction Curve Up

"Nevertheless, all this provides ground for some interesting speculations. If past performance holds any hint for the future, then we can look forward to some highly satisfactory construction years ahead.

"During the eight years following the first World War, the curve was steadily upward with the exception of a single dip in 1921. In fact, there was no very real sag until 1929."

What's happened in 1949? The latest estimates (covering both public and private construction) are running only about 6% behind last year, Wampler said. Construction work done in May was valued at \$1,568,000,000. In May of 1948, the total was \$1,572,000,000. Public construction was up, but private building in May amounted to \$1,111,000,000—only 9% lower than a year ago.

"Anything close to the record high of last year is not bad business—no, it is good business," the speaker declared.

"When we get right down to basic fundamentals, we find this condition. There is a huge reservoir of unsatisfied demand that still exists in this country. And both money and credit are still plentiful for the satisfaction of these demands. Also, these United States of ours still have a lot of growing to do. Certainly no one of us believes that we, as a nation, have reached our peak or that our standard of living, already the envy of the rest of the globe, will not be raised higher and higher."

Turning to the point of Carrier's relations with contractors, the head of the corporation said that at the introduction of Carrier's new absorption machine, the question was asked—

"I understand that a number of these machines have been installed around the country for field test purposes, and that all of the installations were made by Carrier. Do you intend to make all future installations?"

Policy on 'Construction' Jobs

The following, Wampler said, was the substance of his reply:

"The sooner more qualified people can learn to operate and install this machine, the more business we will do. Any experience we may have gained will be passed along in full, all to the end that others will take over this job.

"But the initial installations were made by Carrier for a specific reason. Eight years of research and testing had gone into the development of an efficient, heavy duty machine using a non-toxic refrigerant and if there was to be any tumbling into the pitfalls that frequently attend the production of new equipment, then the tumbling should be done by us and not by somebody else. We should be the ones to take the rap for any bugs that might develop.

"Our position was exactly the same on the Conduit Weathermaster System as on the absorption machine.

We made most of the early installations after the system was devised by Dr. Carrier and his associates in 1939.

"But you can be sure that after the system was perfected and the stumbling blocks removed, one of our major objectives has been to acquaint architects and consulting engineers and contractors with its virtues and application. And this is being done on pretty much of a territorial basis."

On the subject of the relationships between franchised dealers and distributors, and contractors, Wampler said:

Dealers and Contractors

"I realize that any marketing which involves the establishment of franchised distributors and dealers will, on occasion, overlap the work of some contractors. Frankly, I do not see how this can be avoided.

"There is a vast area, covering room air conditioners, self-contained Weathermakers for small stores, restaurants, and offices, and installations involving somewhat larger tonnages, which require the concentrated promotional efforts of dealers.

"It has been our experience that this promotion, this intensive selling effort, serves to keep demand alive to the benefit of contractors as well as franchised dealers. Putting this another way, small aid conditioning leads to big air conditioning."

To increase sales of air conditioning equipment, Wampler believes it will be necessary to spread the profit-motive-to-the-buyer idea.

"Air conditioning today must be sold on the basis of a dollar and cents benefit to the buyer, either in producing goods faster, better, cheaper, or in attracting more patronage to the stores and hotels and offices that have it," he says. "And these facts become increasingly important as competition increases throughout business generally."

"I believe that the members of the contracting fraternity can do creative selling," Wampler said, "and I'd like to get this opinion down to fairly simple terms by using a specific example.

How Contractor Can Sell

"Here is a contractor who did the mechanical work on a certain building in a certain city. He knows the owners and the manager. He has done work for them on this particular building off and on during the years.

"However, the building is not air conditioned. But, of course, it is heated and the heat comes from the building's own steam plant. Well, I have an idea that the owners and manager of this building might be induced to air condition it, at least in part, through the installation of a system involving an absorption machine—especially in view of the fact that the steam plant of the building can be utilized in the operation of the equipment.

"The point is this. You as contractors have a perfect opening and a splendid chance to sell those interested in a particular building with which you are familiar on the idea of making their property more acceptable to tenants through the installation of air conditioning, which in the past few years has moved out of the luxury class and into that of profit-making.

The Score on Prices

While Carrier's president sees the possibility of some further decline in prices, he does not think that businessmen can look to the past for much guidance on this score.

"In my opinion," he asserted, "we will never again see price levels that are as low as those of only a comparatively few years ago. It seems more than likely that a new plateau of long duration has been established. And once prices are stabilized at something approaching this level, then a lot of latent buying power will come out of hiding and business will pick up.

"My principal reason for believing that prices will not retreat greatly is that our whole national debt and expense structure absolutely requires the maintenance of a cheap dollar. Another important angle is that wages are the biggest single element of cost and are not apt to work materially lower."

(Concluded from Page 1, Column 3)

H. Aubrey, Frick Co., Inc.; first vice president, A. P. Shanklin, Carrier Corp.; second vice president, Harold F. Smiddy, General Electric Co.; treasurer, G. A. Heuser, Henry Vogt Machine Co.; chairman, executive committee, George S. Jones, Jr., Servel, Inc.

George Taubeneck, editor and publisher of AIR CONDITIONING & REFRIGERATION NEWS and guest speaker at the ACRMA luncheon said, in the course of his remarks, "Today presents a golden opportunity for the young and hungry salesman, out to make a name for himself—and a fortune."

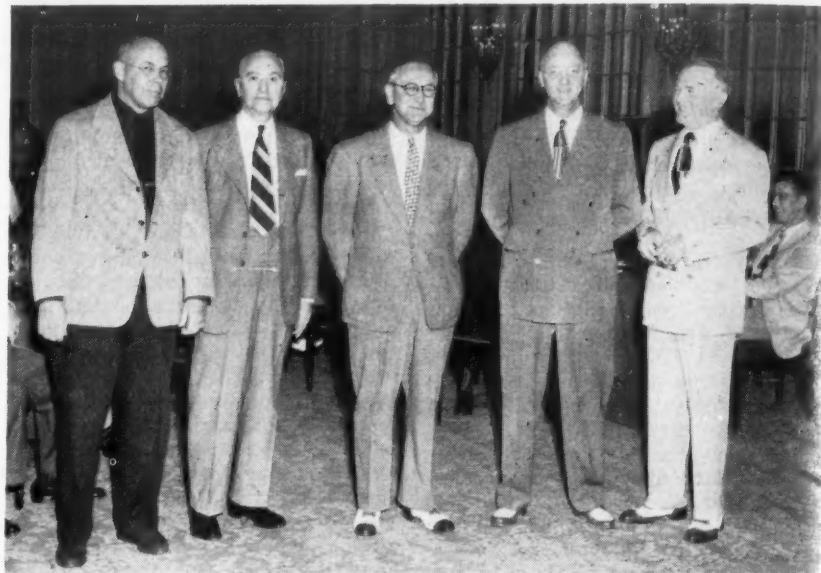
Reports to the meeting sessions revealed substantial progress in the many fields in which the association is active. Especially noteworthy was the leading part played by ACRMA in the revision of Safety Code for Mechanical Refrigeration and in the development of standards for both the industry's products and their application. Seven new or revised standards were added to the already-long list of ACRMA accomplishments in this field of engineering.

These included water-cooling towers for use with refrigerating equipment; room air conditioners; self-contained air conditioners; condensing units 20-hp. and smaller; high-speed ammonia compressors; refrigeration heat transfer and compression refrigeration systems.

These additions will be published and made available to the industry this summer.

Considerable advance was also re-

They'll Guide ACRMA During the Next Year



New officers of the Air Conditioning and Refrigerating Machinery Association are pictured at the recent annual meeting at Hot Springs, Va. Left to right are: H. F. Smiddy, General Electric, second vice president; G. A. Heuser, Henry Vogt Machine Co., treasurer; A. P. Shanklin, Carrier Corp., first vice president; W. H. Aubrey, Frick Co., president; George S. Jones, Jr., Servel, Inc., immediate past president and chairman of the executive committee.

ported in the development of the Association's statistical program.

In addition to the Association officers, the following were elected members of the ACRMA board of directors:

A. J. Bronold, Westinghouse Electric Corp.; Maynard Ford, Parks-Cramer Co.; S. E. Lauer, York Corp.; Edward R. Legg, Refrigeration Corporation of America; H. F. Lehman, Frigidaire Div., General Motors Corp.;

W. C. Newberg, Airtemp Div., Chrysler Corp.;

A. B. Newton, Acme Industries, Inc.; T. S. Pendergast, Baker Refrigeration Corp.; D. Robertson, Universal Cooler Div., Newport Steel Corp.; A. O. Vogel, The Vilter Mfg. Co.; Edmund R. Walker, Fedders-Quigan Corp.; G. E. Wallis, The Creamery Package Mfg. Co.; C. E. Wilson, Worthington Pump and Machinery Corp.

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